No. 176
July '75
33230

MAD

IND ®

OUR PRICE
50c
CHEAP

IN THIS ISSUE, WE SOCK "AIRPORT '75"!

STICK'EM UP!

...And You'll Be Wanted For Ribbery

...WHEN YOU USE THESE LETHAL, LOADED AND LUDICROUS

"MAD-HESIVES"

OUR LATEST FULL-COLOR, DOUBLE-FOLD-OUT SUPER BONUS

YOU GET 36 ALL-NEW INSANE "MAD-HESIVES"—PRE-GLUED AND PERFORATED FOR IMMEDIATE USE, MISUSE AND ABUSE . . . PLUS A PILE OF ARTICLES, AD SATIRES AND OTHER GARBAGE . . . IN OUR NEW

MAD

NUMBER SIXTEEN SUPER-SPECIAL

NOW ON DISPLAY WHEREVER MAGAZINES ARE SOLD (OR PERUSED BY CHEAPIES)!

NUMBER 176 JULY 1975

MAD

"Eliminating unemployment should be our major concern . . . and we can start by getting rid of the thousands of 'non-workers' on Government payrolls!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Graduation 26
BUGS FUNNIES DEPARTMENT
Headlines Of The Insect World 38
"CON" TESTS DEPARTMENT
Talent Evaluation Ads For Other Career Training Programs . . 31
CRASHING BORE DEPARTMENT
"Airplot '75" (A MAD Movie Satire) 4
DON MARTIN DEPARTMENT
Don Martin Escapes From Prison...Almost 12
FLOAT SOME AND JETTISON SOME DEPARTMENT
A MAD Look At Burial At Sea 36
FRIGHT INSTRUCTORS DEPARTMENT
"In Case Of Emergency" Cards For Special People 11
LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2
LOOK BEFORE YOU LEECH DEPARTMENT
The MAD Handbook Of Houseguesting 19
MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" By Aragonés . . . . . **
ODDS FOR THE LOVE OF MOOLA DEPARTMENT
Other Betting Pools 34
REMAINDERS TO BE SEEN DEPARTMENT
Publishers Close-Out Sale 48
REYNOLDS' RAP DEPARTMENT
"The Longest Yardbird" (Another MAD Movie Satire) 41
SHOE BIZ DEPARTMENT
Footnotes To Hollywood 24
TRUE TO FORM DEPARTMENT
Appropriate Photo Corps 16
**Various Places Around The Magazine

MAD—July, 1975, Volume 1, No. 176. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: In U.S.A., 20 issues $10.00. Outside U.S.A., 20 issues $12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1975 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.
Printed in U.S.A.

VITAL FEATURES

"AIRPLOT '75" (MOVIE SATIRE) Pg. 4

DON MARTIN ESCAPES FROM PRISON . . . ALMOST Pg. 12

THE MAD HANDBOOK OF HOUSE-GUESTING Pg. 19

THE LIGHTER SIDE OF GRADUATION Pg. 26

HEADLINES OF THE INSECT WORLD Pg. 38

"THE LONGEST YARDBIRD" (ANOTHER MOVIE SATIRE) Pg. 41

MAKE IT EASY ON YOUR SHELF!

ORDER ANY OR ALL OF THESE

MAD

PAPERBACK BOOKS NOW!

MAINLY BECAUSE IT'S YOUR LAST CHANCE AT 75c EACH!

(Next issue, they go to **95c each,** and any orders for 75c books postmarked **after** July 1, '75, **will not be filled!**)

use coupon or duplicate

MAD
485 MADison Avenue
New York, N.Y. 10022

PLEASE SEND ME:

- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD
- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ The Portable MAD
- ☐ MAD Power
- ☐ The Dirty Old MAD
- ☐ Polyunsaturated MAD
- ☐ The Recycled MAD
- ☐ The Non-Violent MAD
- ☐ The Rip-Off MAD
- ☐ The Token MAD
- ☐ The Pocket MAD
- ☐ The Invisible MAD
- ☐ Dr. Jekyll & Mr. MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes On Strong
- ☐ DON MARTIN Carries On
- ☐ DAVE BERG Looks at the U.S.A.
- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ DAVE BERG Looks at Living
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow Up File
- ☐ 3rd MAD Dossier of SPY vs. SPY
- ☐ 4th MAD Classified SPY vs. SPY
- ☐ A MAD Look at Old Movies
- ☐ Return of MAD Old Movies
- ☐ MAD-Vertising
- ☐ A MAD Look at TV
- ☐ AL JAFFEE'S Snappy Answers
- ☐ AL JAFFEE'S MAD Book of Magic
- ☐ More AL JAFFEE Snappy Answers
- ☐ AL JAFFEE's MAD Monstrosities
- ☐ Aragones's "Viva MAD"
- ☐ Aragones's MAD about MAD
- ☐ Aragones's MAD-ly Yours
- ☐ Aragones's In MAD We Trust
- ☐ Aragones's MAD as the Devil
- ☐ MAD for Better or Verse
- ☐ Sing Along With MAD
- ☐ MAD About Sports
- ☐ MAD's Talking Stamps
- ☐ MAD Word Power
- ☐ The MAD Jumble Book
- ☐ MAD Cradle to Grave Primer

I ENCLOSE 75¢ FOR EACH
(Minimum Order: 6 Books)

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

On orders **outside** U.S.A. be sure to add **10% extra.** Allow at least **Eight weeks** for delivery.

We're not responsible for cash **lost** or **stolen** in the mails. **Check** or **Money Order** preferred!

LETTERS DEPT.

DEATH WISHERS

Stan Hart's pacing of "Death Wishers" is masterful and frighteningly thought-provoking! It's tough to laugh so much when you're envisioning having your windpipe squeezed. Choke!

Jack Borgen
Baldwin, N.Y.

Having played the role of Chief of Detectives Frank Ochoa in "Death Wish," I was delighted with my appearance in the MAD version, "Death Wishers." Your satire was terrific, very funny and very true! Congratulations!

Vincent Gardenia
New York, N.Y.

Vincent Gardenia Enjoys His Appearance In "Death Wishers"

Thank you so much for "Death Wishers," Stan Hart and Mort Drucker. I never ride the subways without carrying your Bronson cover issue to repel muggers. It's reassuring how safe MAD has made me feel!

J. S. Genn
New York, N.Y.

HIGHWAY SAFETY COMMENDATION

I'm sure many readers have told you how your magazine provides them with an oasis of humor and innocent sarcasm in an all-too-serious world. While I wish to extend thanks for the humorous aspects of MAD, I commend you for the clever and serious message about drinking drivers on the inside back cover of the March, 1975, issue. Those of us in the Traffic Safety field can use all the public influence possible, and I know your efforts are most effective.

Lance C. Clem
Public Information
Division of Highway Safety
Denver, Colo.

THE TOMMY-RED SEED

Dick De Bartolo and Angelo Torres are to be admired for their gentle treatment of Julie Andrews in "The Tamarind Seed"! Hopefully, it'll help her laugh it off, too!

Connie Ives
Hammond, Ind.

Dick De Bartolo should have had a hand in the original screenplay. It could have been a good comedy, instead of a farce, with his touch. The appropriate ending of "The Tommy-Red Seed" served to remind us that Julie Andrews gave us the very fine "Mary Poppins," "The Americanization Of Emily," and "The Sound Of Music" before *this* unfortunate venture.

Kathleen McCarter
Pasadena, Calif.

GOOD NEWS—BAD NEWS

"Good News" is going to the store to find the latest MAD has disappeared from the racks. "Bad News" is finding it covered up by Today's Health!

Leonard B. Gray
Niantic, Conn.

"Good News" is your mother throws out your new MAD. "Bad News" is your little brother rummages through garbage cans. "Good News" is your father throws out the coffee grounds-stained MAD *again,* just as the garbagemen make the pickup. "Bad News" is the garbagemen by-pass your house!

Mary Ann Stroud
Deer Park, N.Y.

A MAD LOOK AT THE MILITARY

Thought your "Mad Look At The Military" was really explosive!

Michael McAllister
Williston Park, N.Y.

Arnoldo Franchioni really shows the "Military" as overgrown children, playing with very dangerous toys and very precious lives!

Faith Bernstein
Yonkers, N.Y.

"They" want us to throw skillions of loot into Cambodia and we're taking a left to the family budget and a knockout blow to the stomach, here at home! Why were you so *easy* on the "Military"?

Felicia Harkness
Potomac, Md.

IT ALMOST RESTORES YOUR FAITH

"It almost Restores Your Faith When . . ." you buy a MAD magazine, doubting you'll find something intelligent in it, and you don't!

Ron Verderame
West Haven, Conn.

"It Almost Restores Your Faith When . . ." your mother starts reading MAD and stops throwing it out!

John Marshall
North Tarrytown, N.Y.

MARTIN'S YOUNG DOCTOR FREEN

Don Martin's "Young Doctor Freen" might be a throwback to *his* being launched from the Delivery Room!

Tom Pritchard
Ocean Grove, N.J.

SECOND COLLECTION OF THIN BOOKS

Arnie Kogen's "A Second MAD Collection Of Extremely Thin Books" should have included "Really Creative Article Ideas For MAD by Arnie Kogen, Repeated Even Thinner"!

Michael Maddox
Chase, Md.

I enjoyed #174 until I came to your "Second MAD Collection Of Extremely Thin Books." The Osmond Brothers have contributed a lot more to music than your magazine contributed to humor!

Mary Kate Mulkeen
Oceanside, N.Y.

THE SILENCERS

You have repeatedly surpassed your previous efforts re your anti-smoking graphics, but the brilliant "The Silencers" back cover is really *loaded!*

Tom Henry
Bronx, N.Y.

Perhaps an even more appropriate title would be "The Smoking Gun"!

Lino Lipinsky, Jr.
Katonah, N.Y.

"The Silencers" convinced me to bite the bullet!

Fawn Carroll
Merced, Calif.

ADDITIONS TO THE DICTIONARY

How about some "Additions To The Dictionary" that are all based on MADmen?

Richard Mattersdorff
Camp Springs, Md.

Editor's Note: Due to the above request, Frank Jacobs has gone to absolutely no effort to give us "Additions" derived from MAD people:

aragones (ä-rä-gō-nŭs) n.: a marginal error.
jaffee (jăf-ē) adj.: folded in; squashed beyond recognition.
¹martin (mär-fĭn) adj.: describing one with hinged feet.
²martin interj.: vreep, sklortch, thwoom.
drucker (drŭk-ĕr) n.: a distorted image. (*We looked for Charles Bronson but could only find a drucker.*)
kogen (kō-gŭn) v.i.: to suffer from a gag reflex. (*We read the satire and we kogened.*) syn. siegel, hart, silverstone, de bartolo.
prohias (prō-hē-ŭs) v.t.: to double-cross. (*I've been prohiased again by that white spy!*) or (*I've been prohiased again by that black spy!*)

Re "Additions To The Dictionary," you omitted one:

jacobs (jā-cŭbz) ad.: to induce vomiting. syn. repulsive, disgusting, sickening. (*MAD articles can be very* jacobs.)

Marc Hankin
Purchase, N.Y.

Please Address All Correspondence To:
MAD, Dept. 176, 485 MADison Avenue
New York, New York 10022

WHY KILL YOURSELF?

JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

—use coupon or duplicate—

MAD
485 MADison Avenue
New York, N.Y. 10022

I enclose $10.00*. Enter my name on your subscription list, and mail me the next 20 issues of MAD Magazine.

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP CODE _____

*In Canada, $10.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. **Outside** the U.S.A. and Canada, **$12.50**, payable by International Money Order or Check drawn on a USA Bank. Allow **10 weeks** for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so **CHECK OR MONEY ORDER IS PREFERRED!**

FINAL SALE!

Every year around now, we run this pitch for our full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry? Kid, hoping we can make a sale when your resistance is low, mainly when you're studying for Final Exams! So here we go, putting you to the test: They're suitable for framing or for wrapping fish! Send 35¢ for 1, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81 to . . . MAD, 485 MADison Avenue, New York, N.Y. 10022. (Remember . . . pass this offer and we fail again!)

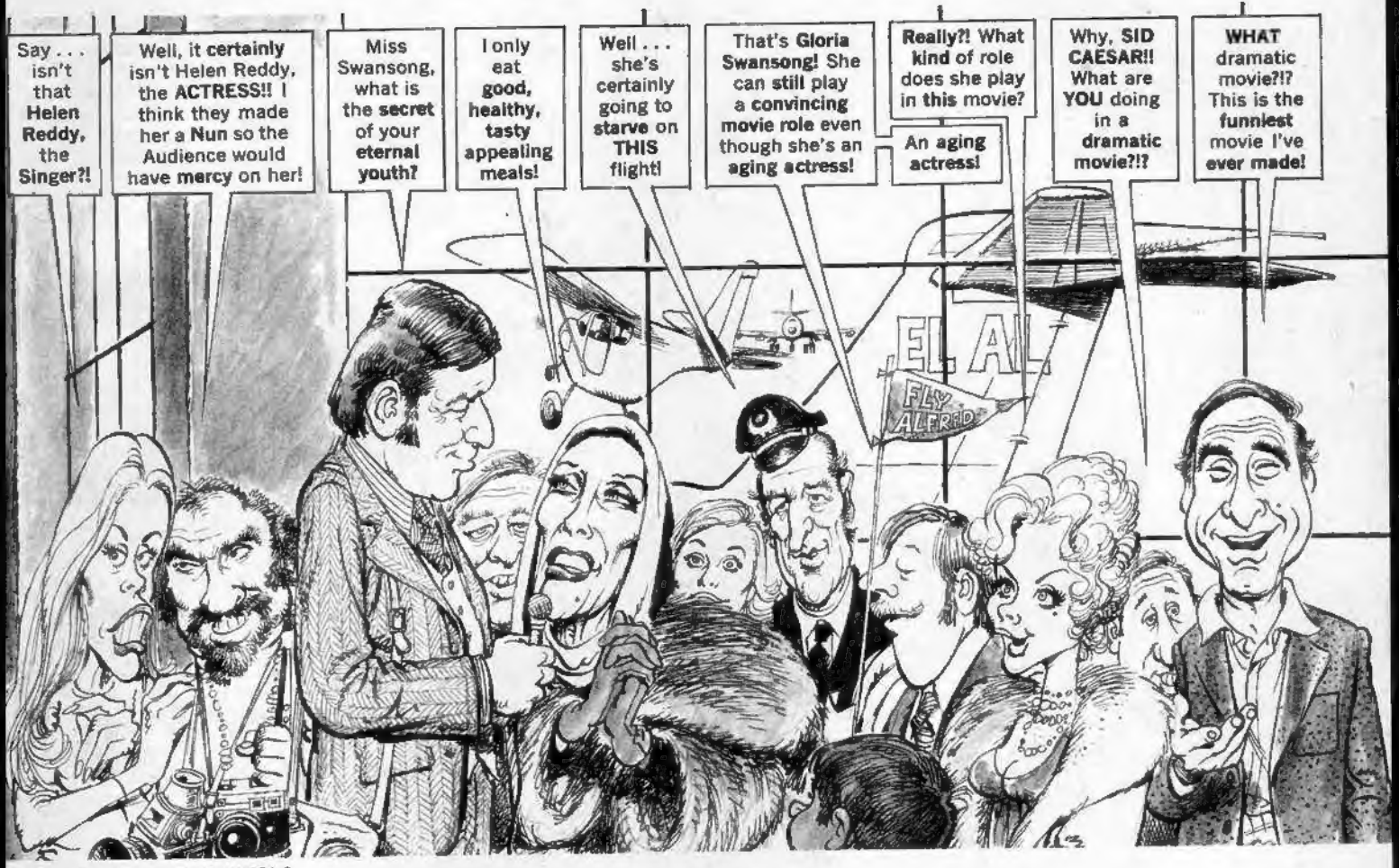
CRASHING BORE DEPT.

A few years back, Hollywood took the best-selling book "Airport" by Arthur Hailey, and turned it into a mediocre movie that made *millions!* Recently, Hollywood turned out a *NEW* movie which carries the credit: "Inspired By The Novel 'Airport' by Arthur Hailey." Unfortunately, the *only* resemblance it has to the novel is that it's *ANOTHER* mediocre movie that will make *millions!* So here's our version of:

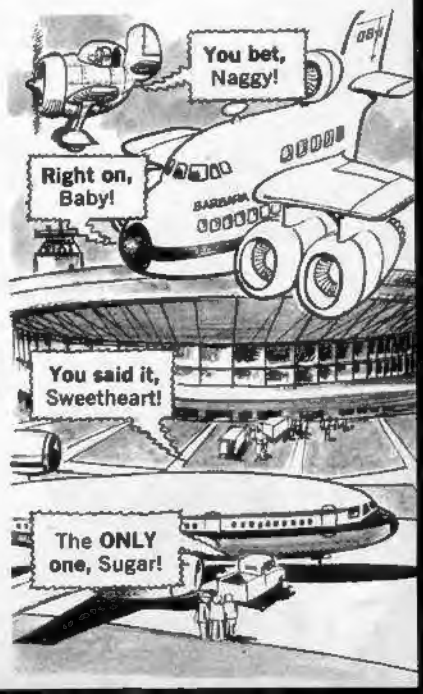
AIR

ARTIST: MORT DRUCKER

PLOT '75



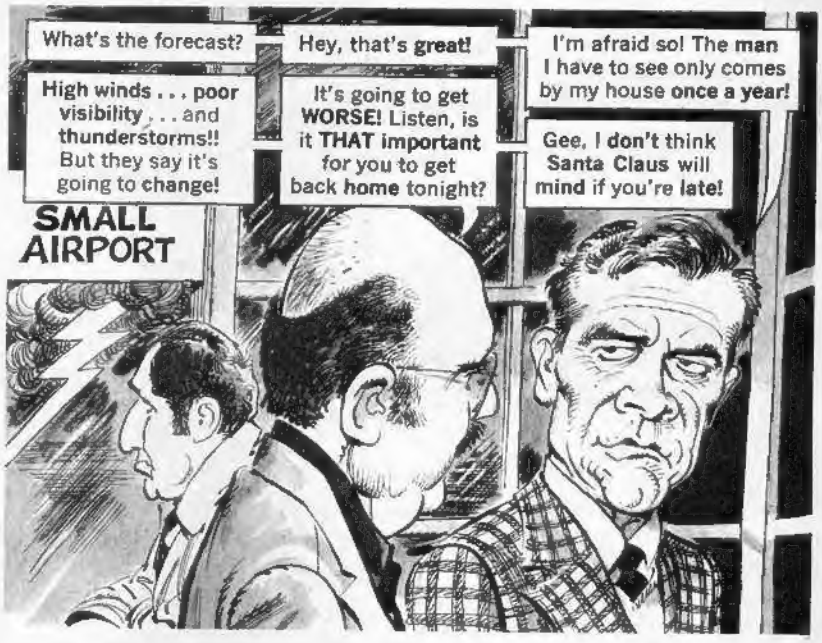
WRITER: DICK DE BARTOLO



Stewardess, I don't like to complain, but isn't it against the rules for a passenger to bring a dog aboard an aircraft?
Yes, but it doesn't apply in this case! See, it was the DOG who brought the LADY aboard the aircraft!

You look nervous! Well, DON'T be! I've flown dozens of times, and I've only been in seven serious aircrashes! One time, a bomb—
Please, I . . .
Oh, you want to get up . . . ? Here, let me help you undo your seatbelt!
But I—
It's no trouble! See? It opens easily!
But my seatbelt WAS unfastened! You just unbuckled my PANTS!

Look, Sister Cooth! They're bringing that young girl with the guitar into the FIRST CLASS SECTION!
Gee, there IS a big difference! They get LIVE Entertainment! We just get a movie!

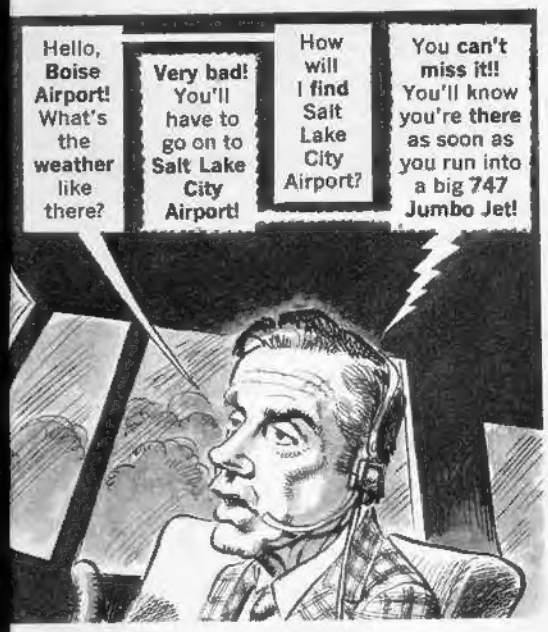

What's the forecast?
High winds . . . poor visibility . . . and thunderstorms!! But they say it's going to change!
Hey, that's great!
It's going to get WORSE! Listen, is it THAT important for you to get back home tonight?
I'm afraid so! The man I have to see only comes by my house once a year!
Gee, I don't think Santa Claus will mind if you're late!
SMALL AIRPORT

I'm Sister Cooth, a sickeningly sweet Singing Nun!
I'm Janecch, a sickeningly sweet teenage girl with a big problem!
I know! I saw your last movie! So if you feel airsick on this flight, do me a favor and barf the other way! I can't stand green . . . you know!

What a lovely guitar! May I play it and sing you a song?
♪ Oh, we're all gonna die ♪ And go to hell one day . . . Yes, the Devil's gonna come And take you away . . .
Why, Sister Cooth! You certainly use your singing talent and your religious beliefs to cheer up people, don't you?
Yes . . . and I also use them to sneak into First Class with an "Economy" Ticket!

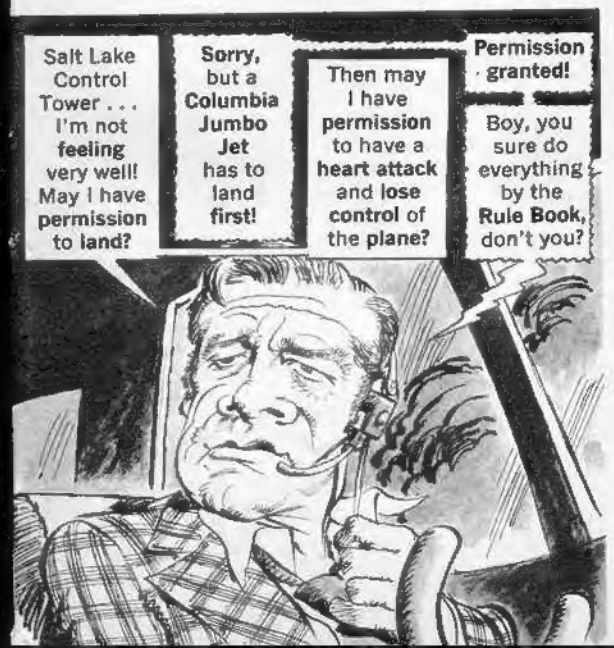
Columbia 904— this is the Los Angeles Control Tower! We're afraid you just can't land here!
All fogged in?!?
Oh, no! It's perfectly clear here! There's 100% visibility! But you know those Jumbo Jets only REALLY perform under adverse conditions! So why don't you head out toward . . . say . . . Salt Lake City . . . and hope it's crappy there!!

Gee, I hope you two guys can still score tonight, since we had to change our flight plan!
That's no problem, Captain! We'll make out! I can guarantee it!
Hey, Jigolo! How come—no matter where we go—you still manage to have girls meet us at the Airport! Do you know broads in EVERY Airport Town in America?!?
No, I only know TWO girls! But they travel in the Cargo Hold of every plane I'm on!


Hello, Boise Airport! What's the weather like there?
Very bad! You'll have to go on to Salt Lake City Airport!
How will I find Salt Lake City Airport?
You can't miss it!! You'll know you're there as soon as you run into a big 747 Jumbo Jet!

This is the Captain speaking! I have good news and bad news! Bad news is: We're not going to Los Angeles as planned . . . we're going to Salt Lake City! Good news is: We anticipated this, and we managed to put your luggage on a different flight! So your luggage will be going to Los Angeles!!

Salt Lake Control— this is Columbia 904 . . . making its final approach!
Okay, Columbia 904! Hey, Captain, can I ask a question? If we're all in a Universal Picture, how come you're a Columbia airliner?
It's our sneaky way of putting the blame for this bomb on somebody else!
COLUMBIA


Salt Lake Control Tower . . . I'm not feeling very well! May I have permission to land?
Sorry, but a Columbia Jumbo Jet has to land first!
Then may I have permission to have a heart attack and lose control of the plane?
Permission granted!
Boy, you sure do everything by the Rule Book, don't you?

Uggh! I'm dying! I'm dying!
Which isn't hard to do in this movie! And now . . . with the entire sky at my disposal . . . watch what happens . . . ! !

Okay, Crew! Prepare for a landing! Somebody get out the Instruction Manual!
Good Lord! Look, Captain! A small plane . . . coming right at us! We're closing at a speed of 450 miles an hour! What should we do?!?
Quick! Blow the horn! Step on the brakes!!

Ladies and Gentlemen . . . I am happy to report that we have **LANDED**— on **top** of a **plane!!**

While we're finding out what kind of **trouble** we're in, we suggest you read the **card** in the **seat pocket** in **front** of you, which is all about how to **die** in an **airplane crash!**

Oh, my God! What **happened?!?**

I—I'm **not sure!** I was **out sick** the day they taught us about this sort of thing in **Flight School!**

Salt Lake Tower, this is **Naggy**— **Stewardess** on **Columbia 904** . . . I'm—I'm **flying the plane!!**

Oh, **c'mon** now! **Women's Lib** or **NO Women's Lib,** Naggy . . . this is **absolutely ridiculous!**

The Crew is **dead** . . . the Captain is **hurt real bad** . . . I don't understand any of these **instruments** . . . I'm **scared stiff** . . . and I don't even know what I'm **doing!**

You sound like a **seasoned Pilot,** Naggy! Now, do you have your **Auto-Pilot on?**

No . . . **just** my **uniform!**

Describe the **damage,** Naggy . . .

It's real BAD!

Well, now that we have something to **go** on, we can **help** you! So . . . do me a favor! **Don't leave the plane** till I get **back** to you!

Hello, **Mudrock** . . . Flight 904 is in **terrible trouble**

Your **sweetheart, Naggy,** is **flying it all by herself!**

There is **no such thing** as a 747 Jumbo Jet being in **terrible trouble!**

Flight 904 is in **terrible trouble!** Let's get **out** there!

Er—Stewardess Naggy has asked me to **say** something to **reassure** all you **passengers!** The **Captain** is **gravely injured,** the rest of the **Crew** is **dead,** an **inexperienced girl** is **flying** the **plane,** and I'm **not** talking to you on the **intercom** because **that went dead** when we had our **mid-air crash** and most of the **controls** were ripped out . . .

BUT . . . the **bathrooms** are **all working!!**

Naggy, we're on our way to bring you **help!** I just wanted to tell you you're doing a **fantastic job!**

But I haven't DONE anything, yet!

That's why you're doing a **fantastic job,** Sweetheart! Now, **listen** to me, Honey! I'm going to give you some **instructions,** and you have to do **exactly what I say!**

Oh, that's **groovie!** But . . . shouldn't I get **UNDRESSED first?**

No, Dear, this is **different!** Now, I want you to bring the nose of the plane **up** a little higher . . .

Ease back on the **wheel** ever so slightly!

Okay! I'm **doing** it!

Now, you see the little **airplane** on the **big dial** there? What is it **doing?**

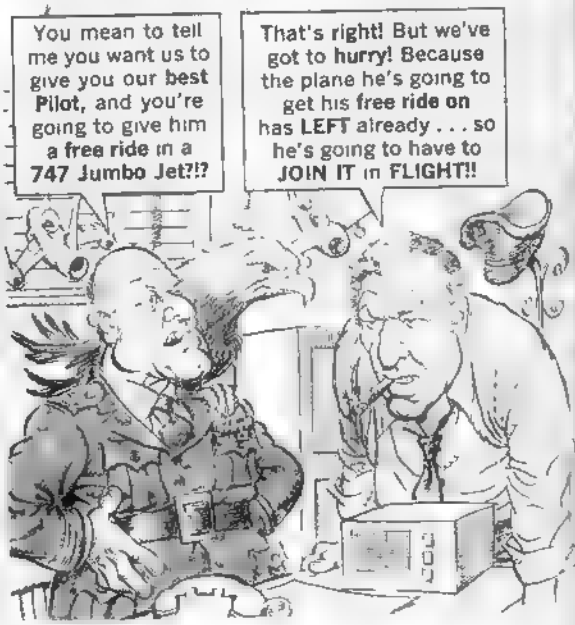
It's flying upside-down!

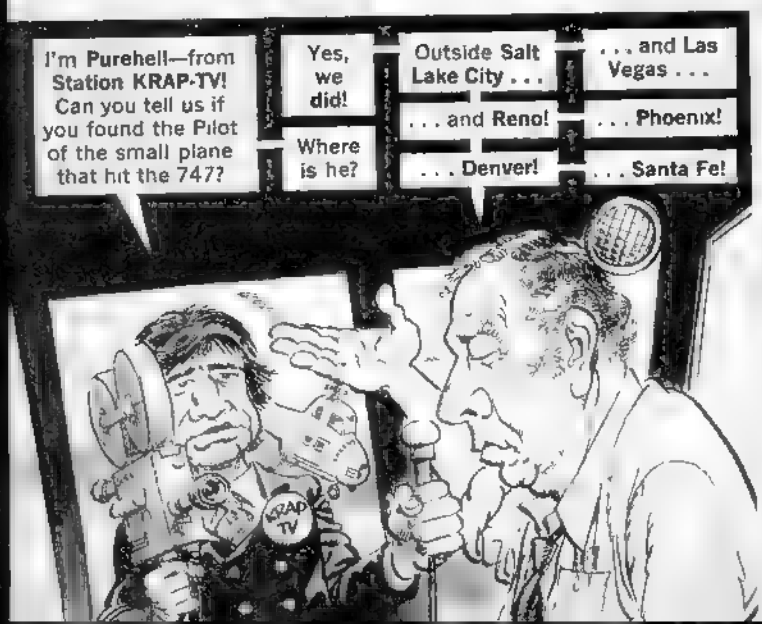
Er, you **eased** just a **little TOO FAR back** on the wheel, Dear!

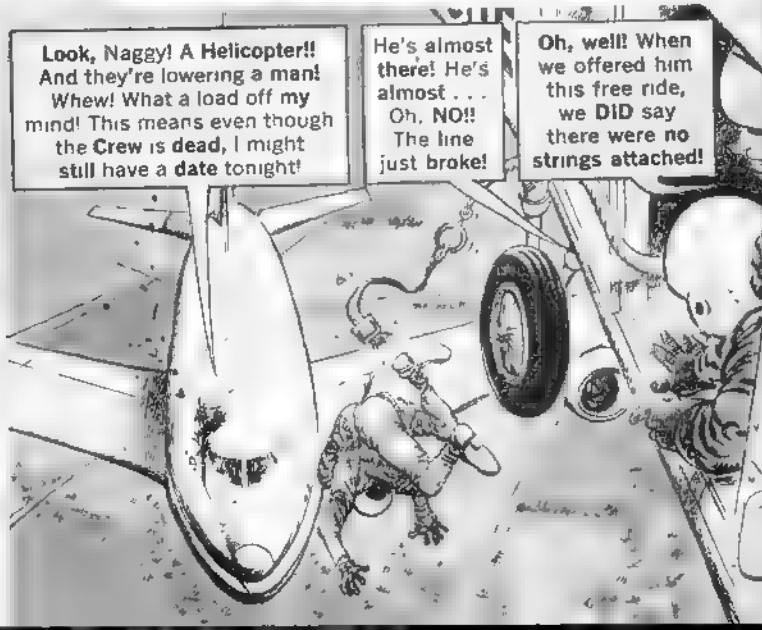
The only thing we can do is put someone aboard that plane!
But we already HAVE 150 people aboard that plane . . . and the poor Stewardesses can't even keep up with THEM!
I'm talking about a Pilot!
Putting a Pilot aboard a moving 747 Jumbo Jet is preposterous!
So what!?! This entire MOVIE is preposterous!
Hey! Then it has to WORK!!

The Captain is in pain! I've given him something to put him to sleep!
Some Morphine??
No, a copy of the script!
Give me my Bomb-Proof Jewel Box! In case we crash, I want to use it to preserve all of the exciting memoirs of my fantastic life!
You need the whole case for TWO 3 x 5 INDEX CARDS?!
EXIT

Look, there's another plane out there! He—he's going to help us, Isn't he, Stewardess?
No, I'm afraid it's just one of those planes that tow advertising banners! See what that one says—"GO AMTRAK . . . THE SAFE WAY TO TRAVEL"!
What about that other real BIG plane . . . below it?
Oh, that's just the ORCHESTRA PLANE! It plays ominous, loud music whenever we fly very close to the mountains!


You mean to tell me you want us to give you our best Pilot, and you're going to give him a free ride in a 747 Jumbo Jet?!?
That's right! But we've got to hurry! Because the plane he's going to get his free ride on has LEFT already . . . so he's going to have to JOIN IT in FLIGHT!!


I'm Purehell—from Station KRAP-TV! Can you tell us if you found the Pilot of the small plane that hit the 747?
Yes, we did!
Where is he?
Outside Salt Lake City . . .
. . . and Reno!
. . . Denver!
. . . and Las Vegas . . .
. . . Phoenix!
. . . Santa Fe!
KRAP TV


Look, Naggy! A Helicopter!! And they're lowering a man! Whew! What a load off my mind! This means even though the Crew is dead, I might still have a date tonight!
He's almost there! He's almost . . . Oh, NO!! The line just broke!
Oh, well! When we offered him this free ride, we DID say there were no strings attached!

Get me into that rig . . . and lower ME down! I'm going to do it!

What makes you think YOU can do it, when Colonel Loss couldn't? He won a medal for Flight Excellence!!

But I won an OSCAR for "Ben Hur"! Lower away . . .

Hi, there, Naggy, Baby! It's ME!!

Sure! And it's just LIKE you to drop in from out of the blue without even the courtesy of a phone call! You're lucky I was IN!!

My God! Where are all the Control Panels?!?

Where do you think?!? When I saw that I was having COMPANY, I had to straighten up a bit, didn't I? So . . . I just THREW THEM OUT!!

Oh, Damn!

What's wrong, Mudrock?

Engine Three is acting badly!

So?!? Why should Engine Three be any DIFFERENT from anyone else in this movie?!?

Tell the passengers I'm stopping the engine, but don't alarm them!

Folks, Captain Mudrock is now flying our 747! Everything is peachy-keen! However, Engine Three is running just a teensy-weensy bit hot and if it ever ignites the gas from that sneaky leak, we'll all be blown into itty-bitties!

SHE'S even BETTER at calming us down than that OTHER girl!!

I've LANDED this thing . . . but I can't get it to STOP! That's the trouble with big jets! You can't drag your FOOT on the runway the way we used to stop the 707's!

Wow! No instruments, no brakes, one engine out, and Mudrock makes the BEST LANDING of his career as a Pilot!

Come on . . . let's go . . . down the Emergency Chutes! Quickly . . . Let's get a MOVE on!!

Tell me, Miss . . . if we've landed safely, and there's no fire, how come we're all running like idiots??

To escape the CRITICS! Run!! Hurry! Get away . . . before they recognize you!!

Quick, Mudrock! The left wing just broke off a DC-10 and we want you to weld on a new one—in flight!

That's REALLY preposterous!

What's the matter? You got a thing against making a third $25 million?!

You mean?

That's right!

How does "Airplot '76" sound to you?!?

I am a Roman Catholic.
In case of accident,
please call a priest.

In the event they are hit by a passing car or incapacitated by a passing mugger, many people carry special cards, like the one at the left. These cards bear vital information, which can be of great help to the people who come across the body. And now—with this necessary, but thoroughly dull, introduction out of the way, let us herewith present a random selection of

IN-CASE-OF-EMERGENCY CARDS for Special People

WRITER: FRANK JACOBS

I am a Jewish Mother.
In case of stroke, nervous
collapse or, God forbid, pains
in my chest, call my son
and tell him it is
much worse than it looks.

I am Harold Pemberton, who,
until a recent operation, used
to be known as Harriet Pemberton.
In case of serious injury,
tell the doctor not to be too
surprised at what he finds.

I am a masochist
In case of accident, please
don't call anyone. Just let me
lie back and enjoy it.

I am a Mafia Don.
In case of sudden accident,
call my Capo and tell him
to rub out "Legs" Fazio.

I am a Garment Center Executive.
In case of mortal accident,
phone my partner, Sol,
and tell him I'll be
watching him from Up There.

I am a physical coward.
In case of accident,
please tell me my
wounds are superficial.

I am a lawyer.
Should I be hospitalized and
fail to pull through
institute a suit for malpractice.

I am the leader of a
spiritualist cult. In case of
death, notify my followers to
expect me at their next seance.

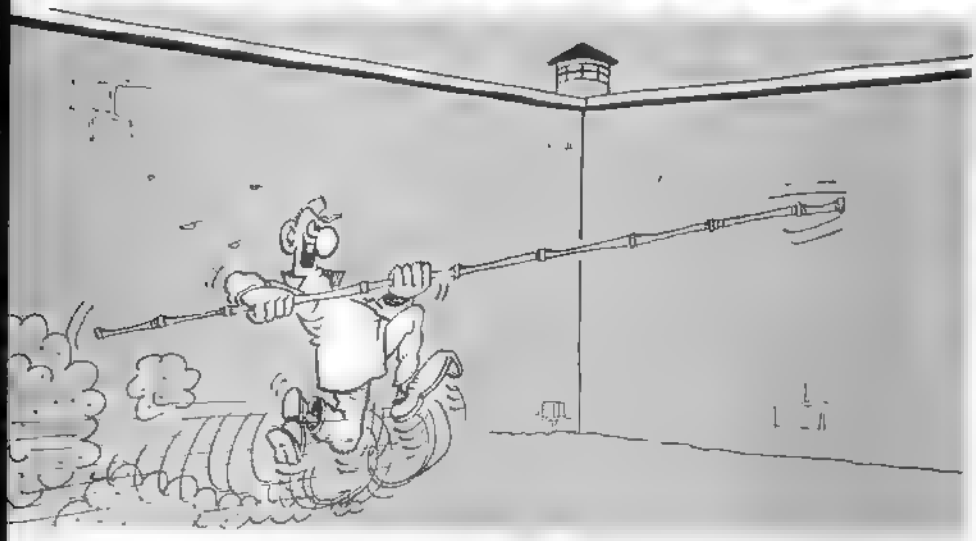
I am a Christian Scientist.
In case of illness,
it's just your imagination.

I am a neurotic beset by traumas
dating back to my childhood.
In case of death, call up
my father and tell him
I forgive him.

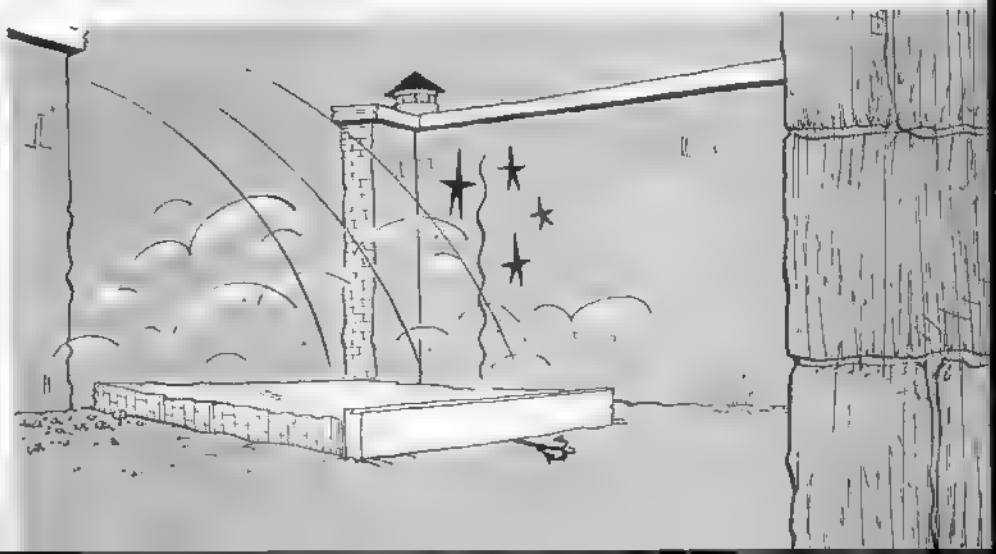
I am Billy Smithers,
age 5. In case of
accident, please
give the frog in my
pocket a good home

I AM A VAMPIRE
In case of accident, my
blood types are A, O, AB, X,
RH Negative & RH Positive.

DON MARTIN



ESCAPES ...FROM PRISON... ALMOST!



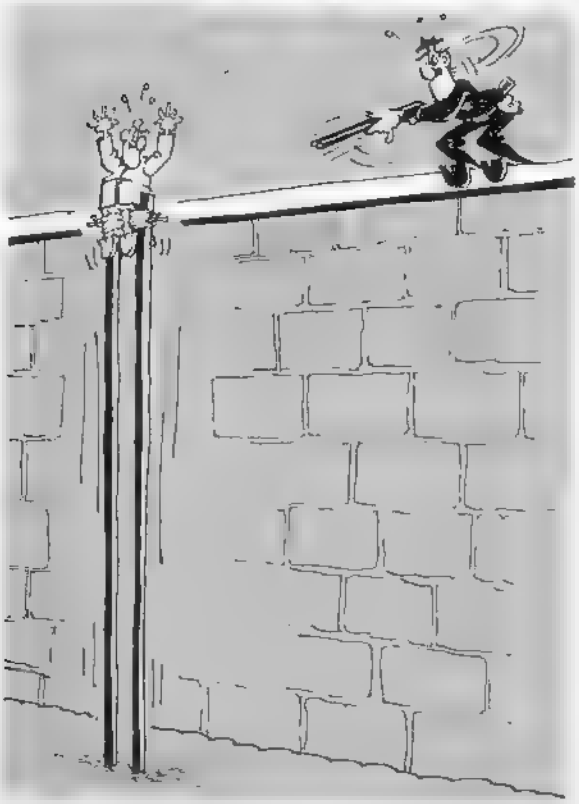
Hi, Sarge!
Hi, Rocko!

KLINK KLINK
KLINK
KLINK

FOOD
SERVICE

)D
ICE

WUNK

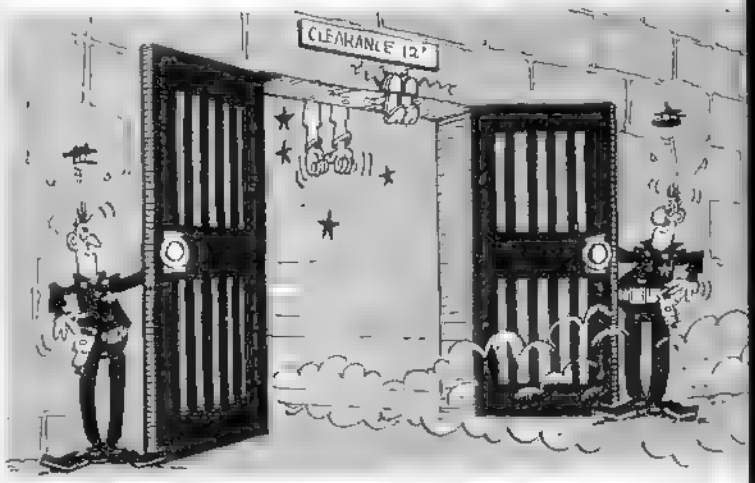


PRISON
MORGUE

SHOOK
SHOOK

WARDEN

FOOD
SERVICE


CLEARANCE 12'

WONK

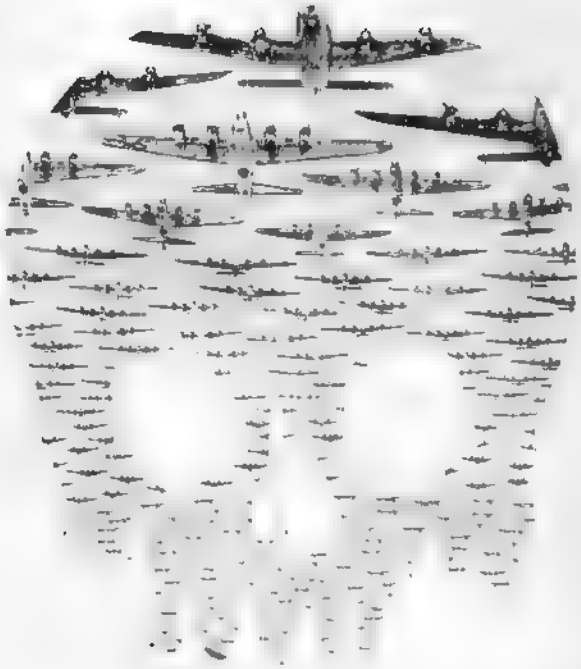
PRISON
MORGUE

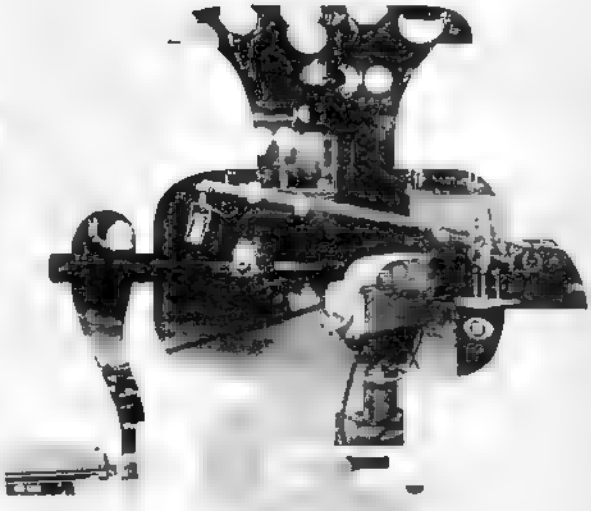
CREMATORIUM

TRUE TO FORM DEPT.

THEY SAY "ONE PICTURE IS WORTH A THOUSAND WORDS!" WELL, MAD SAYS, "WHY

APPROPRIATE





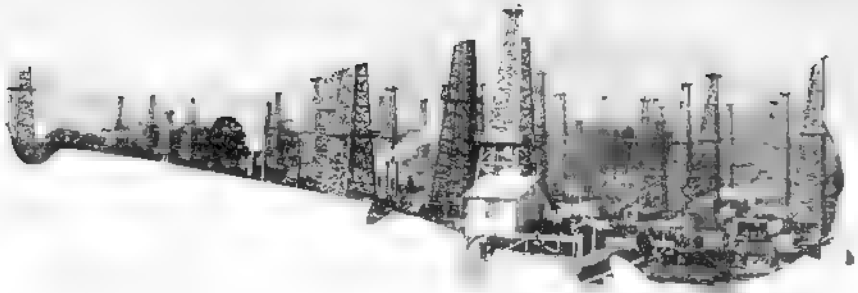
LIMIT IT TO ONLY THAT?" PICTURES CAN SAY A WHOLE LOT MORE BY USING . . .

PHOTO CROPS

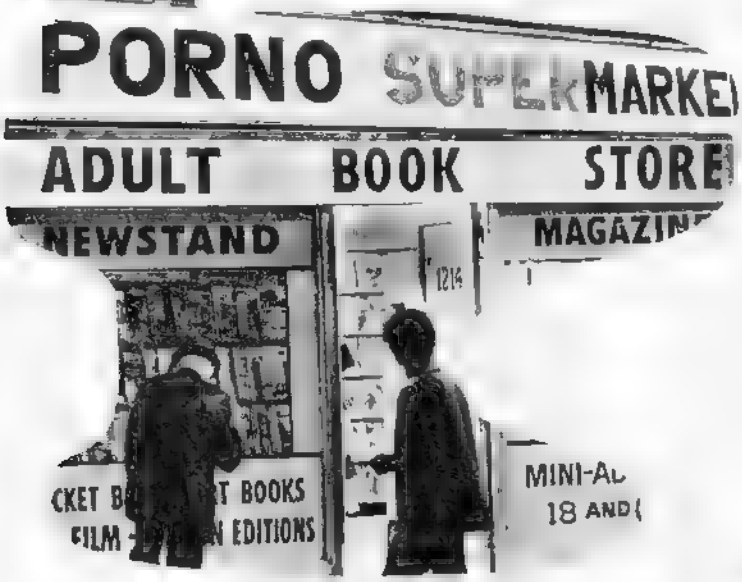
ARTIST & WRITER: ARNOLDO FRANCHIONI

PHOTOS BY U P I & D P I

FIRST NEW YORK SHOWING
Female
EXTRA BOX LUNCH



FRESH AMERICAN
SMOKED TONGUES
SHORT CUT BEEF
$7.29
FRESH AMERICAN
LEGS OF LAMB
WHOLE
$7.39
$1.29 LB


PORNO SUPERMARKET
ADULT BOOK STORE
NEWSTAND
MAGAZINE
1214
MINI-A
18 AND

FRANCHO

LOOK BEFORE YOU LEECH DEPT.

With today's ridiculously high cost of food and lodging, travel has become an almost impossibly expensive proposition. However, there *is* a sure-fire method of cutting costs while still seeing the country. It's called *"House-Guesting"* ...which means you stay with friends or relatives and *sponge* off them! And so, to teach you the elementary aspects of this fine art, we now present . . .

The MAD Handbook Of HOUSE-GUESTING

HOW TO "JUST DROP IN"... AND STAY FOR SEVEN WEEKS

* * *

Making your Host Into Your Personal Slave

* * *

HOW TO APPEAR LIKE YOU'RE BEING HELPFUL...WITHOUT LIFTING A FINGER

* * *

A Skilled House-Guest Can Wheedle Breakfast In Bed

* * *

IF HIS (OR HER) WARDROBE FITS YOU...THEN WEAR IT!

* * *

Insuring Your Privacy At The Risk Of Being Rude

* * *

HOW TO GAIN AN ADVANTAGE AND/OR PROFIT FROM THEIR DOMESTIC SQUABBLES

* * *

Getting Sick On Their Health And Accident Plan

* * *

CONTROLLING BRATTY KIDS THROUGH GENTLE TERROR

* * *

How To Use Their Car Without Buying Any Gas

* * *

CHANGING THEIR MEALTIMES TO SUIT YOUR OWN SCHEDULE

* * *

"House-Guest Fatigue"... And How To Combat It

ARTIST: JACK DAVIS WRITER: PAUL PETER PORGES

A SELECTION OF "INVITATION-GETTING" LETTERS

Dear Sue and Andy,

It's hard to believe that five years have passed since you two got married and moved away. I'll be going South this Fall and, as I promised myself, would like to take the opportunity to personally hand you your Wedding Present which finally came from

Dear Uncle Harold,

Somehow, I have never forgotten that straight-from-the-shoulder talk we had in my Freshman year when you convinced me to change my Major from Modern Dance to Forestry. Well, once again I am in dire need of a strong, clear, no-nonsense talking to... and since I will be passing through your area next month I thought

Dear Mr. Trevor-Clydesdale III,

In my research concerning early shipping along the Eastern Seaboard, I have come into possession of a map indicating that Pirate Treasure is buried on your waterfront property at Sea Island, Ga. It would take me only about two weeks to uncover the references and decipher the symbols on this ancient map, and I could stay at your elegant home during that period, where we could also discuss a fair split if and when the treasure is found and we are able to make a proper

Dear Cousin Mildred,

I was sorry to hear that you are having such expensive problems with your septic tank. As it happens, I have just graduated from a six month Correspondence Course in Leaching Fields, and I would be happy to make a slight detour in my forthcoming trip West to visit you and give you the benefit of my knowledge of the problems involved.

Dear Mr. Wambaugh,

Having followed your law suit against Breakwind Airlines with great interest in the newspapers, I thought you might like to know that I worked as a freight handler for them. During that time, I came into possession of some revealing papers concerning the sloppy way they handle live Cobras. And since I am quite willing to appear as a witness for you in your upcoming trial, I thought you might want to have me visit you in to plan our attack and prepare

Dear Mr. Finklestein,

I could not help but notice that we share the same surname, and so I have taken the liberty to write. Recently, I undertook an intensive search into our ancestry and discovered that our name dates back to the sixth century.

As I will be passing through your town next month, I thought that you might be fascinated to see my study and have me explain it to you. Did you know that we had two Transylvanian Counts and one French Marquis in our heritage?

Please let me know what date will be to meet and discuss the

Dear Mr. Tremaine,

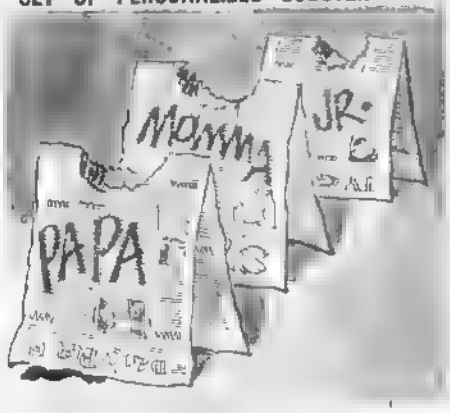
Before she died, my Aunt Lola entrusted me with a packet of letters that you wrote to her while you were an art student at the school where she modeled. These letters are so full of youthful exhuberance and passionate longings that I am sure you would enjoy re-reading them. Since I will be passing your estate on my forthcoming trip, I decided

SOME INEXPENSIVE HOUSE GIFTS YOU CAN BRING

MATCHING "HIS & HERS" DIXIE CUPS

ATTRACTIVE ALL-CHROME DINNER GONG

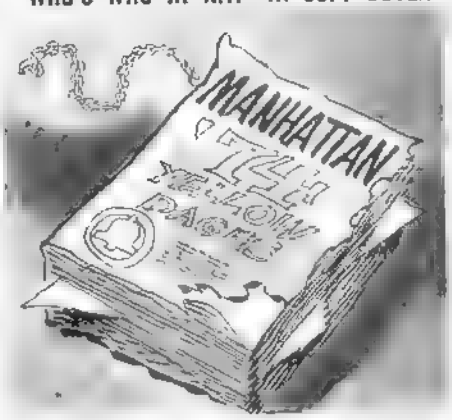
SET OF PERSONALIZED LOBSTER BIBS



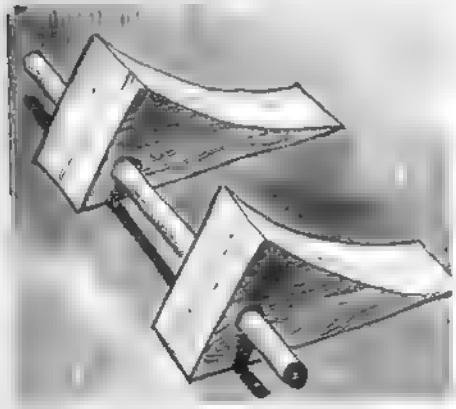
MATCHING PAIR OF HURRICANE LAMPS

3 MONOGRAMMED WIRE COAT HANGERS

"WHO'S WHO IN N.Y." IN SOFT COVER

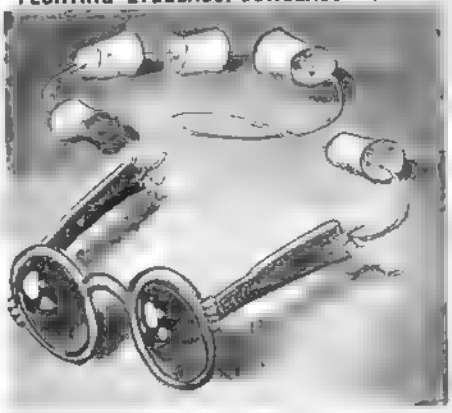


ADJUSTABLE ROCKING CHAIR STOPPER

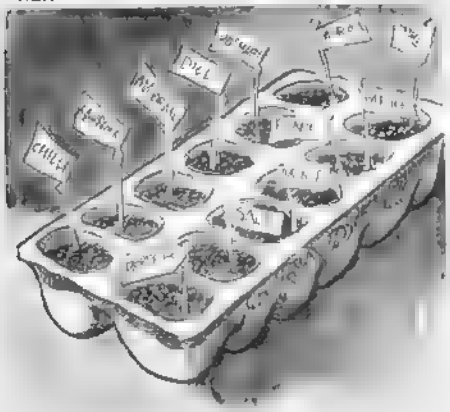


MATCHBOOK COLLECTOR'S STARTER SET

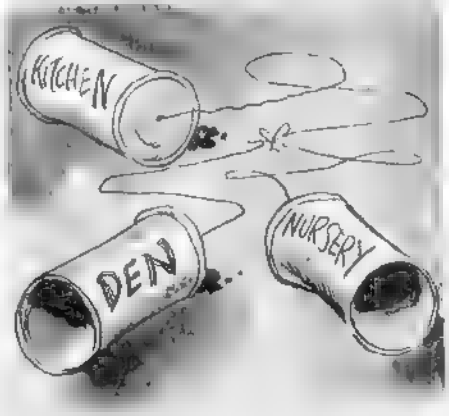
FLOATING EYEGLASS/SUNGLASS HOLDER



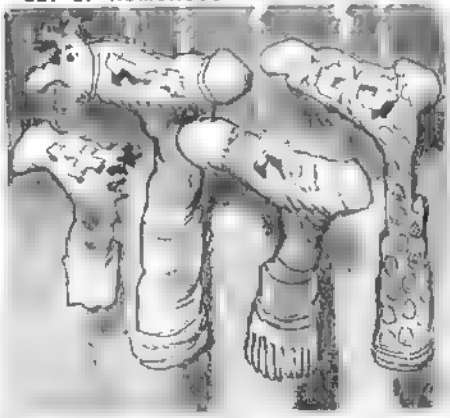
READY-FOR-SEED MINI HERB GARDEN



THREE-WAY HOME INTERCOM SYSTEM



SET OF HUMOROUS GOLF CLUB COVERS



MAKE YOUR STAY A HAPPY ONE BY AVOIDING...

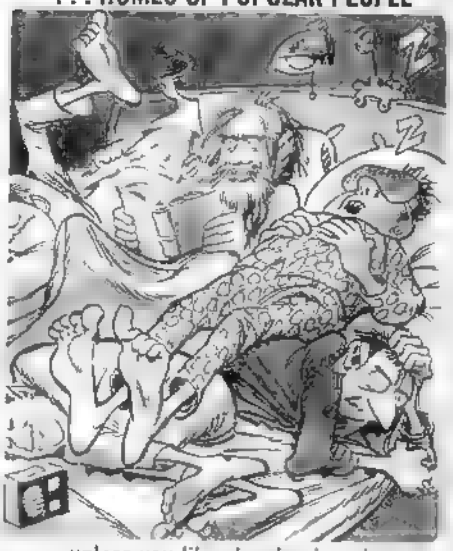
. . . HOMES WITH ONE BATHROOM

. . . unless you enjoy standing in line.

. . . HOMES WITH FOLD-OUT BEDS

. . . unless your Uncle's a Chiropractor.

. . . HOMES OF POPULAR PEOPLE



. . . unless you like sleeping in a dorm.

. . . HOMES WITH PLAYROOMS

. . . unless you really enjoy going into debt for twenty years at 12% interest.

. . . HOMES OF FOOD FADISTS

. . . unless you like organic bran and alfalfa for breakfast, lunch & dinner.

. . . HOMES WITH THIN WALLS

. . . unless you actually like hearing what people really think about you.

. . . HOMES WITH LARGE FAMILIES

. . . unless you really dig babysitting.

. . . HOMES WITH NO DRIVEWAYS LOCATED ON TOP OF HIGH HILLS

. . . unless you like hauling groceries.

. . . HOMES WITH UGLY DAUGHTERS

. . . unless you like shotgun marriages.

YOU KNOW YOU'VE OVERSTAYED YOUR WELCOME...

. . . when they wake you at 3 AM for fire drills.

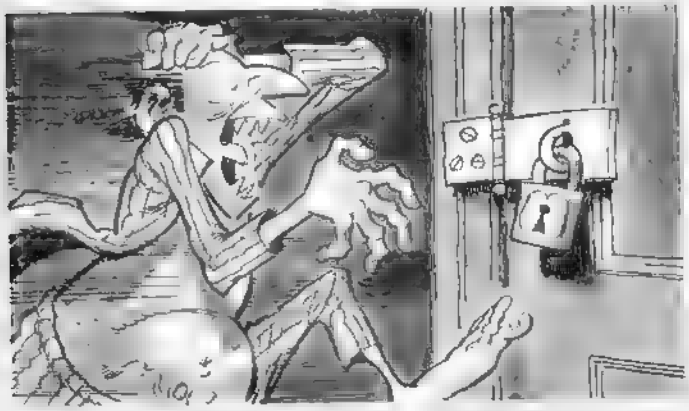
. . . when they move the baby back into your room.

. . . when you share your towel with "Old Rover."

. . . when the kids exclude you from their prayers.

. . . when they empty the pool without telling you.

. . . when they turn off the radiator in your room.



. . . when they serve baked beans and stewed prunes for supper, and then put a lock on your bathroom.

. . . when your place mat at the table is a roadmap with all exit routes clearly marked in black ink.

SHOE BIZ DEPT.

FOOTNOTES* TO

ARTIST: PAUL COKER, JR.

*"Sorry, but our Research Department insists that Joan of Arc did not wear nail polish!"

*"Okay! So he's got a great monster personality! But, can he act?"

*"Either we get ourselves a taller leading man, or this one learns how to balance!"

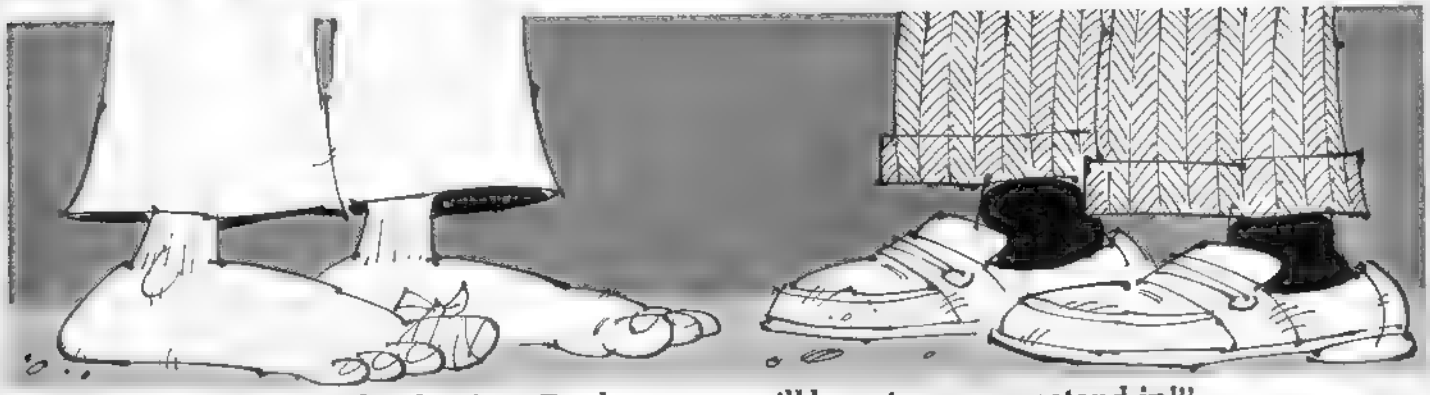
*"Get me the Wardrobe Department!"

O HOLLYWOOD

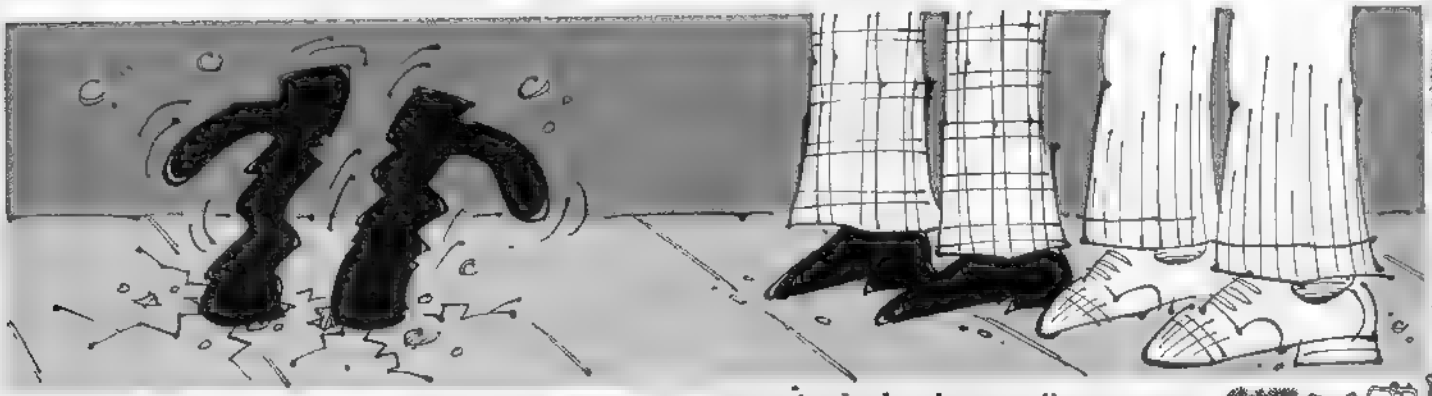
WRITER: PAUL PETER PORGES

*"Toto did WHAT on the Tin Man...?!?"

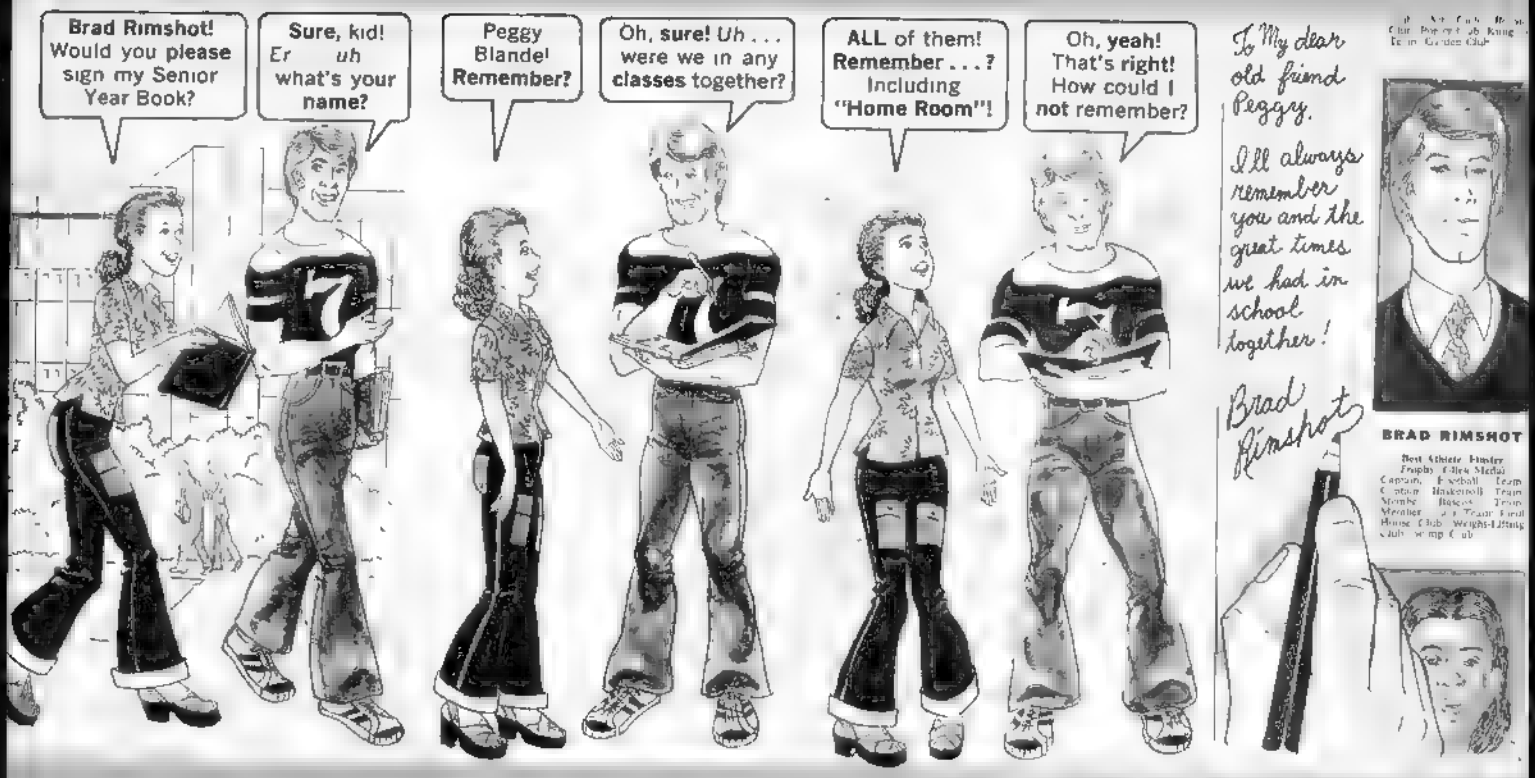
*"Uh—let's have some Nazi extras out here that know how to click their heels!"



*"...but for the Kung Fu close-ups, we'll have to use your stand-in!"

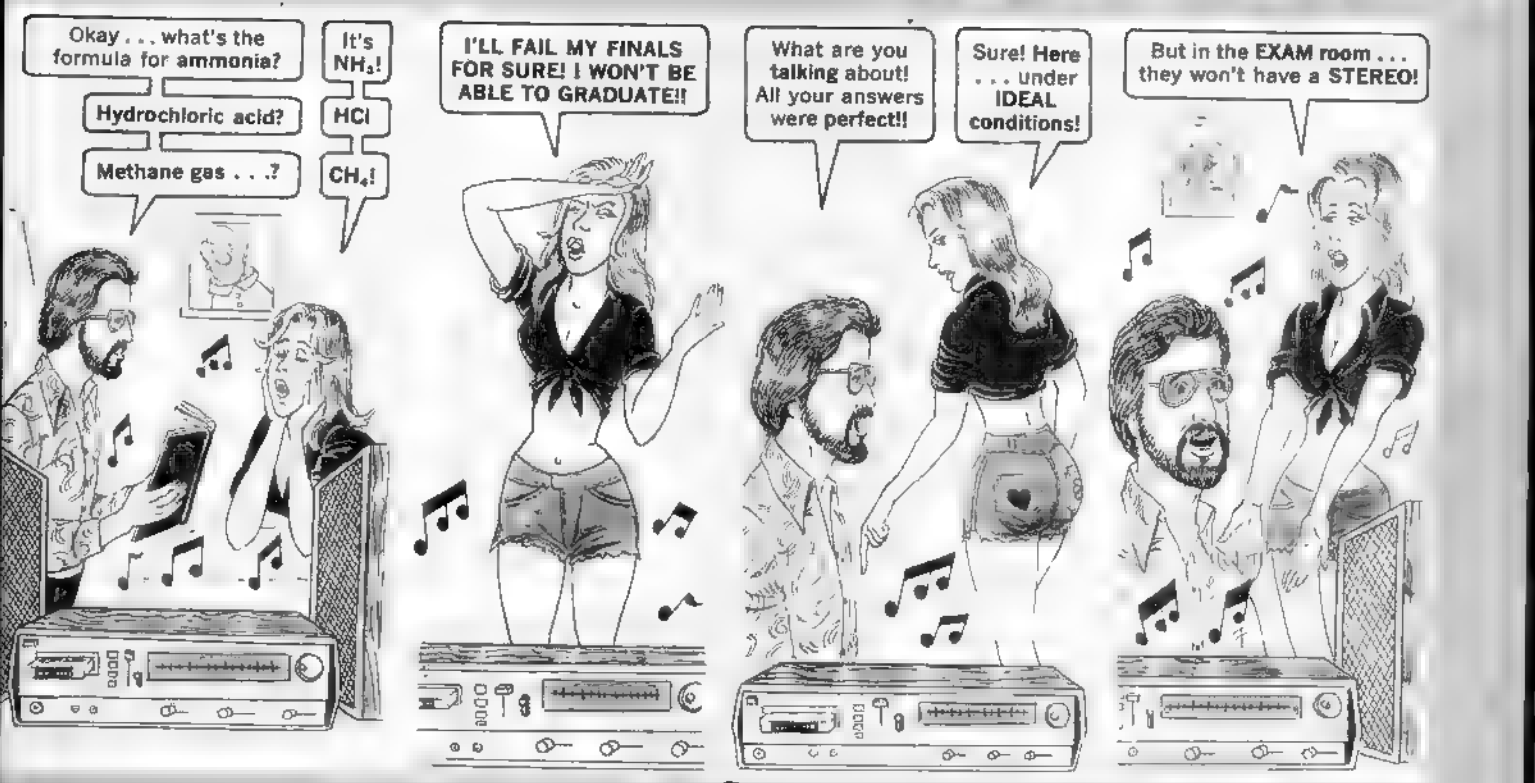


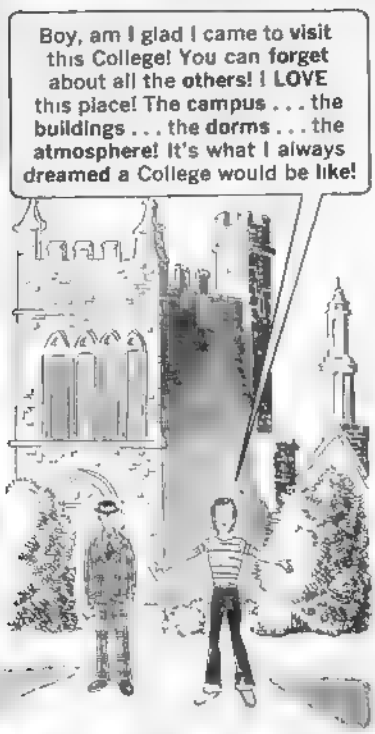
*"Meet the greatest stuntman in the business..."

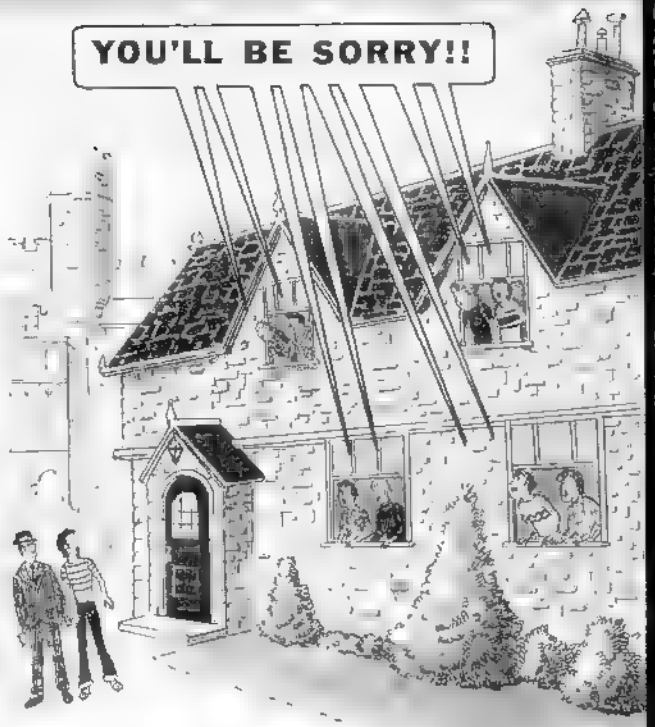


BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... GRA



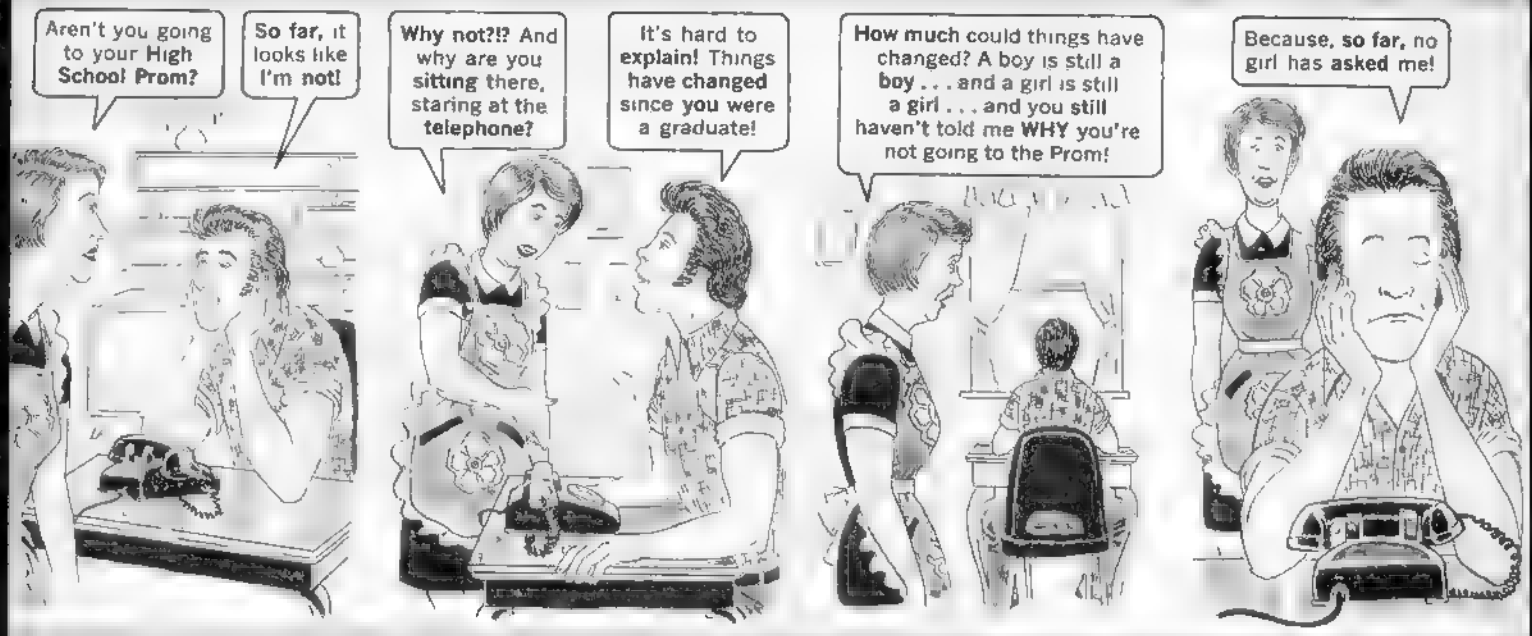


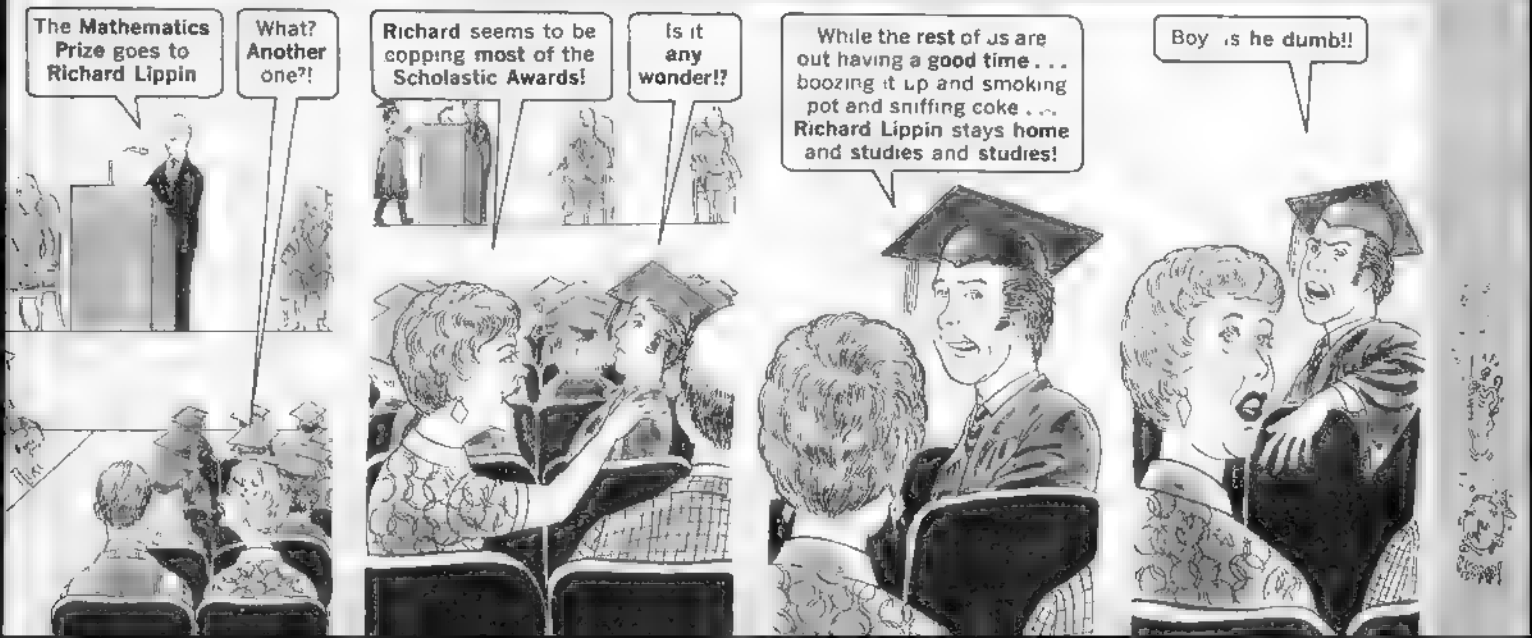


DUATION

ARTIST & WRITER: DAVE BERG

First, I was a Freshman . .
The top dog Juniors and Seniors looked down on me like I was a LOSER!
But now I'M a Senior! A WINNER!! A TOP DOG ABOUT TO GRADUATE!!
Next semester, I'm gonna be a Freshman again . . .
BALTIMORE


Aren't you going to your High School Prom?
So far, it looks like I'm not!
Why not?!? And why are you sitting there, staring at the telephone?
It's hard to explain! Things have changed since you were a graduate!
How much could things have changed? A boy is still a boy . . . and a girl is still a girl . . . and you still haven't told me WHY you're not going to the Prom!
Because, so far, no girl has asked me!

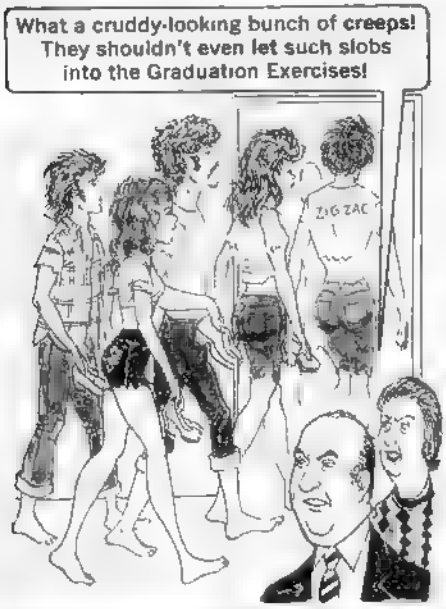

The Mathematics Prize goes to Richard Lippin
What? Another one?!
Richard seems to be copping most of the Scholastic Awards!
Is it any wonder!?
While the rest of us are out having a good time . . . boozing it up and smoking pot and sniffing coke . . . Richard Lippin stays home and studies and studies!
Boy is he dumb!!

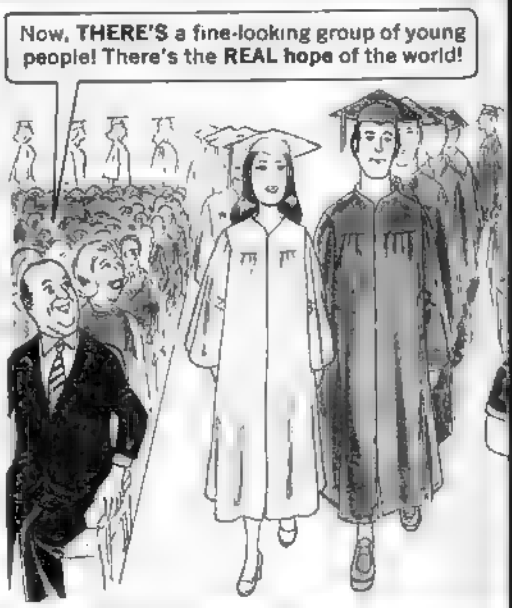
Let me see your Junior High School Graduation Album!
It's no big deal!

What are you talking about! The first one I turned to is darling! "First comes love . . . Then comes marriage . . . Then comes Deena With a baby carriage!" Signed . . . "Charles Rudik"

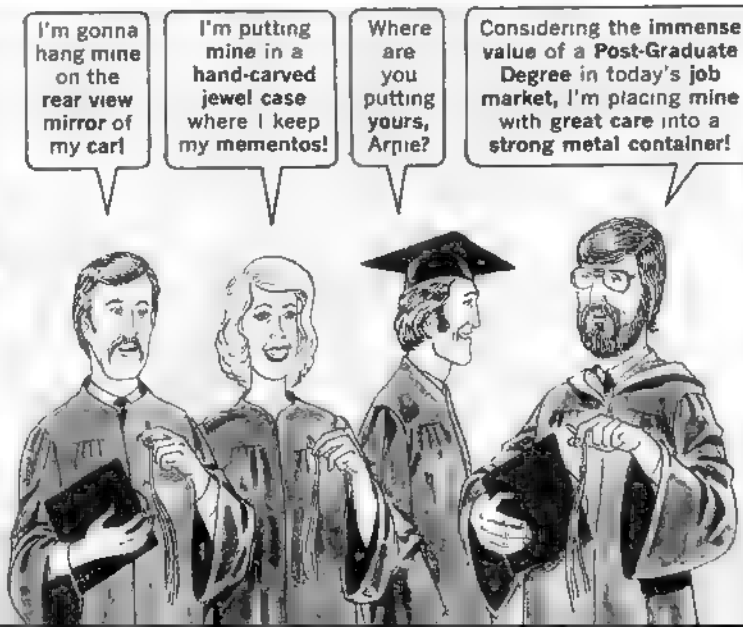
That Charles Rudik is a very clever and original young man!
He sure is!

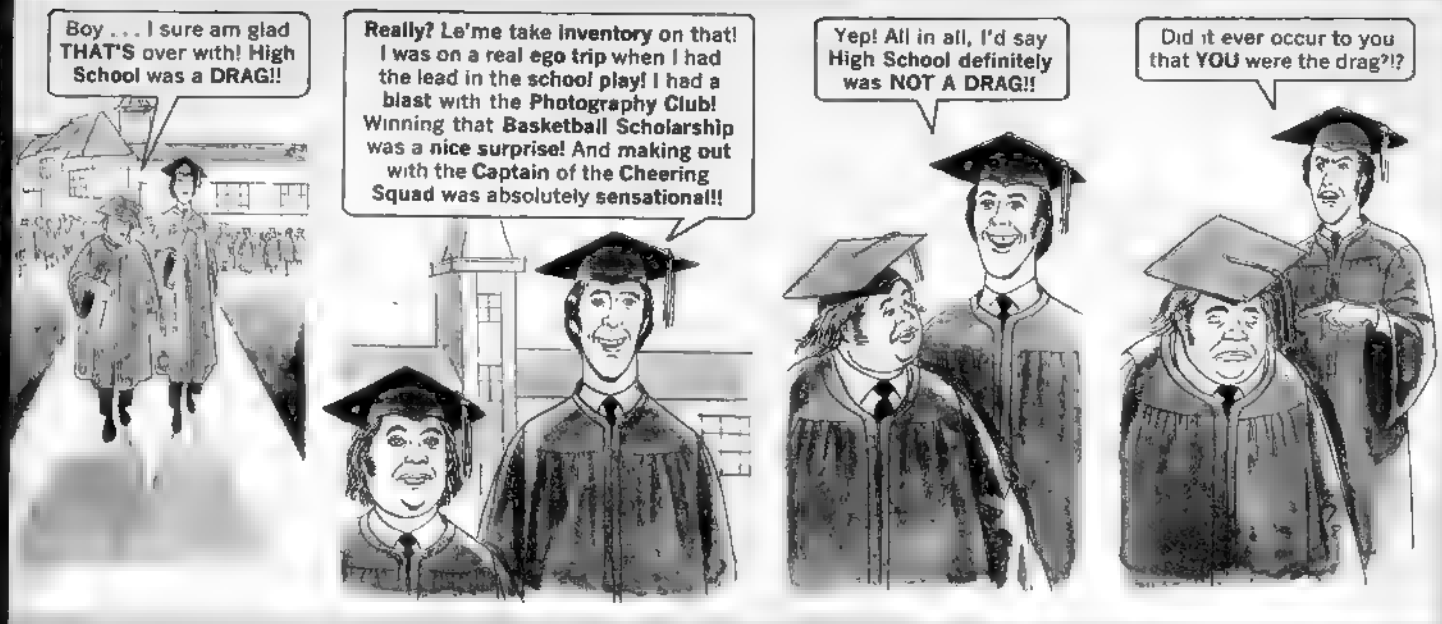
And when you look through the album, you'll see six MORE of exactly the SAME clever and original poems!

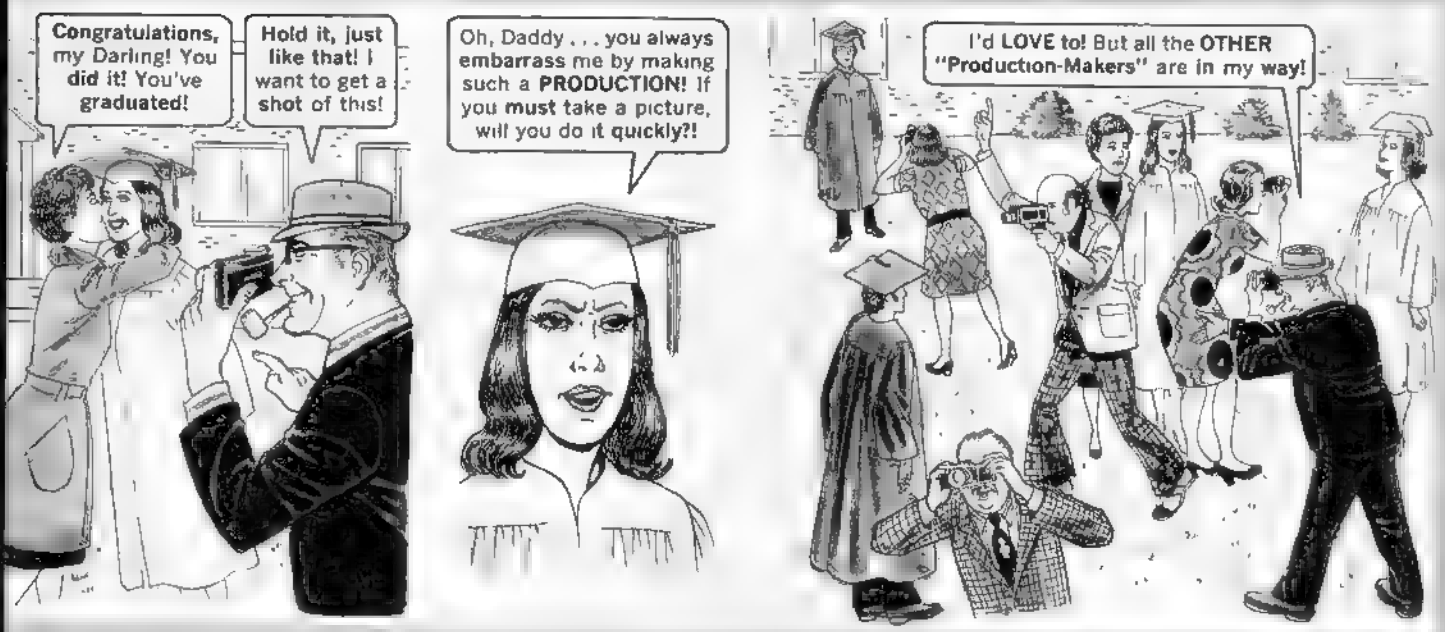

What a cruddy-looking bunch of creeps! They shouldn't even let such slobs into the Graduation Exercises!
ZIG ZAG


Now, THERE'S a fine-looking group of young people! There's the REAL hope of the world!

These caps and gowns are rented! They have to be returned!
Yeah, but we can keep the TASSEL as a souvenir of a very important day in our lives!


I'm gonna hang mine on the rear view mirror of my car!
I'm putting mine in a hand-carved jewel case where I keep my mementos!
Where are you putting yours, Arnie?
Considering the immense value of a Post-Graduate Degree in today's job market, I'm placing mine with great care into a strong metal container!


Boy . . . I sure am glad THAT'S over with! High School was a DRAG!!
Really? Le'me take inventory on that! I was on a real ego trip when I had the lead in the school play! I had a blast with the Photography Club! Winning that Basketball Scholarship was a nice surprise! And making out with the Captain of the Cheering Squad was absolutely sensational!!
Yep! All in all, I'd say High School definitely was NOT A DRAG!!
Did it ever occur to you that YOU were the drag?!?


Congratulations, my Darling! You did it! You've graduated!
Hold it, just like that! I want to get a shot of this!
Oh, Daddy . . . you always embarrass me by making such a PRODUCTION! If you must take a picture, will you do it quickly?!
I'd LOVE to! But all the OTHER "Production-Makers" are in my way!

FANTASTIC!! After twelve long years of required education, I'm FREE! I've GRADUATED!! I never have to go back to school again!
What a great feeling! I can GO anywhere . . . DO anything . . .
So what ARE you going to do?
Nothing! Just hang around!
And where are you going to hang around?
The schoolyard!!
David Berg

DRAW THIS FIGURE

WE'LL EVALUATE YOUR ARTISTIC TALENT FREE!

Have you ever suspected that you may possess the skill to make big money as a Commercial Artist or a free lance Pencil Sketcher? Then don't wait another day to find out whether your dreams of a profitable Art Career can be attained. Let our professional staff evaluate your talent NOW at no immediate cost to you.

Simply draw the animal pictured above (which is a horse) on a plain sheet of paper and submit it, together with the attached coupon, for a free estimate of your artistic ability.

If we honestly believe that you have natural talent, we may allow you to develop it by enrolling in our home art study course. So take that first step toward great wealth today! Draw your horse and mail it in quickly!

HORSE DRAWERS' ART INSTRUCTION SCHOOL

Penthouse Suite
Odd Fellows Bldg.

Endless Plains,
Kansas

I enclose my horse. Please evaluate it and let me know if I have enough talent to become a paying student in your Art School.

NAME _____

ADDRESS _____

CITY _____

STATE _____

"CON" TESTS DEPT.

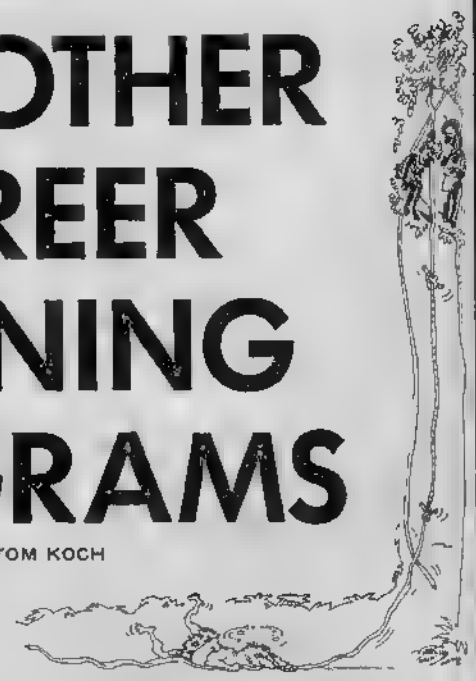
Unless MAD is the only magazine you read, this ad probably looks familiar to you. It should. It appears in virtually every periodical in the known world. At times the horse changes to a fawn, and at times scholarship prizes are promised to those with "outstanding ability." But the ad hasn't undergone any basic changes in a generation.

We have no idea how many students have enrolled in Art Courses as a result of this "Free Evaluation" offer. But it seems safe to assume that no school would keep running the same type of ad for years unless it produced the desired results.

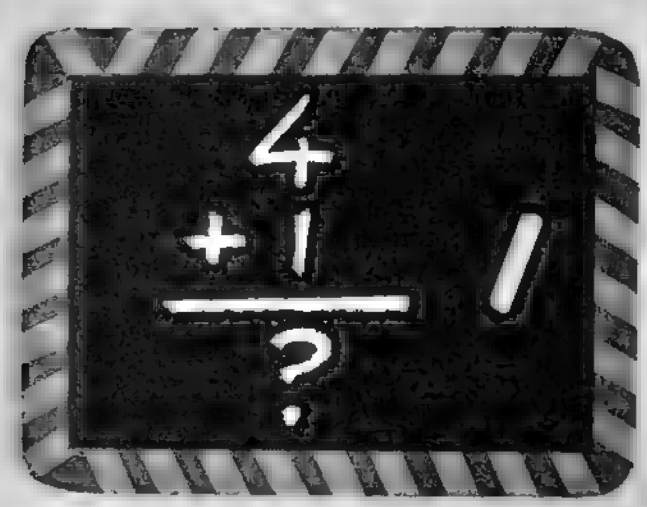
And that raises a logical question. If the "Free Talent Evaluation" deal works for an Art School, why couldn't it be utilized just as successfully to bring students into other kinds of Home Study Programs? And for example, just imagine how irrisistible the lure would be to sign up for a ten week course if you were offered the following...

"TALENT EVALUATION" ADS FOR OTHER CAREER TRAINING PROGRAMS

WRITER: TOM KOCH



ADD UP THESE FIGURES



YOU MAY HAVE A NATURAL FLAIR FOR ACCOUNTING!

Undoubtedly, you are one of countless millions wasting time in some tedious job because you're afraid you may not have what it takes to launch a fun career in the glamorous field of Accounting.

Now, at last, you can have your aptitude for Accountant Training tested in strictest confidence. Just try to add the figures together that are shown above, and mail in your result for a FREE TALENT EVALUATION.

If the answer you get to this tough problem is somewhere between 2 and 9, you may well possess that certain knack for figures that our faculty seeks in enrolling new students at the Red Debit School of Accounting.

To have your skills evaluated at absolutely no cost and only a certain amount of obligation, merely copy the figure "4" on a plain sheet of paper in your own handwriting. Then place the figure "1" beneath it, and attempt to add the two together. (Counting on your fingers to get the result in an accepted accounting procedure, but you should not cheat by borrowing an arithmetic book to discover that the right answer is 5.)

Once you complete work on your talent evaluation test, mail it in together with the signed coupon below for a prompt professional appraisal of your undeveloped ability.

RED DEBIT SCHOOL OF ACCOUNTING

Box 314 (That's three-fourteen) North Fiscal, N.J.

Boy, oh boy! Would I ever love to escape from my life of boring drudgery by becoming a suave Accountant that everybody will look up to. Please let me know at once if I have what it takes to cut the mustard. If so, I naturally want to enroll at your fine school, and agree to abide by all the tuition payment requirements which you will bill me about at your earliest convenience.

LEGALLY BINDING SIGNATURE

_____

STREET ADDRESS _____

CITY _____ STATE _____

RE-WRITE THIS STORY

NOTRE DAME DEFEATS SOUTHERN CALIFORNIA IN FOOTBALL GAME

Notre Dame defeated Southern California, 33-14, in a football game today before 90,000 fans in Los Angeles. At least this is assumed to be what happened since Article XVI, Section 9 of the Football Rules states that the team which scores the most points prior to the end of the game shall be deemed the winner. And the Notre Dame team scored the most points today. It scored 33, and Southern Cal only scored 14.

YOU MAY QUALIFY FOR TRAINING AS A HIGHLY PAID NEWSPAPER SPORTS EDITOR

If you see any way that this news item might be shortened without omitting vital facts, the chances are good that your talent for Sports Editing can lead to a profitable career.

The Grantland Flack Memorial School of Journalism is searching for capable students who can be trained to fill the thousands of executive job vacancies that always exist in the Sports Departments of America's big city newspapers.

For a FREE EVALUATION OF YOUR EDITING SKILL, simply re-write the above sports story in your own words, taking care to include such facts of interest as the score, who played, etc. If your version turns out to be shorter than ours, mail it in to receive a guaranteed favorable evaluation, and a somewhat guaranteed chance to enter the exciting field of sports editing.

Just one point to remember! A good Editor must be able to work fast, so don't fail to send your sample story **at once** if you want to convince us that you can stand the pressure of big time newspapering.

GRANTLAND FLACK MEMORIAL SCHOOL OF JOURNALISM

Rural Route 4 **Leapers Ridge, Ark.**

I enclose my re-written story, which I have cut to the bone to demonstrate my talent for Editing. If I qualify for admission to your school, I promise to display my skill again by writing a check in twenty-five words or less to cover the cost of my full tuition.

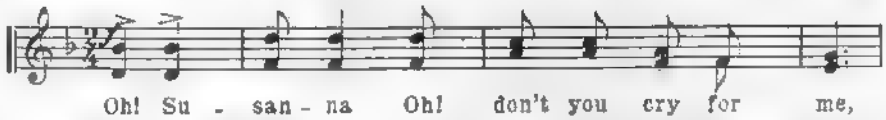
NAME _____

ADDRESS _____

CITY _____

STATE _____

DO YOU HAVE MUSICAL TALENT?



HUM THIS TUNE, AND WE'LL JUDGE YOUR ABILITY FREE!

Did you find yourself miraculously humming that melody, even though you thought you couldn't read music? If so, you could well be an undiscovered prodigy capable of earning millions as a Vocalist or Background Hummer in the lucrative Country & Western music field. Our experts will gladly judge your heaven-sent talent at ABSOLUTELY NO COST TO YOU, until later.

Best of all, it is not necessary for you to send us a record of your humming in order to learn whether you could benefit from the training program of the Nashville Sound Music Academy. If you think you were close to the right tune, just say so on the coupon at the right, and we'll take your word for it.

But don't delay in requesting your free talent evaluation! The Country & Western recording field could conceivably become overcrowded with musical geniuses of your caliber at any time. So submit your entry now while there are still fortunes to be made by trainable Hummers.

NASHVILLE SOUND MUSIC ACADEMY

I am clinging to the hope that my humming may be good enough to qualify me for professional training by the maestros at your Academy. To assist you in judging my musical ability, I have taken your talent test in the privacy of my own home, and I think that the results came out as follows:

- ☐ I sounded pretty good to me, especially when I did it in a tile-walled bathroom.
- ☐ I couldn't hum because it made my lips tingle and feel funny, but I said the words out loud real nice and clear.
- ☐ I was too embarrassed to take the test here alone, but I'm sure I'll do fine once I get on stage in front of a big audience.

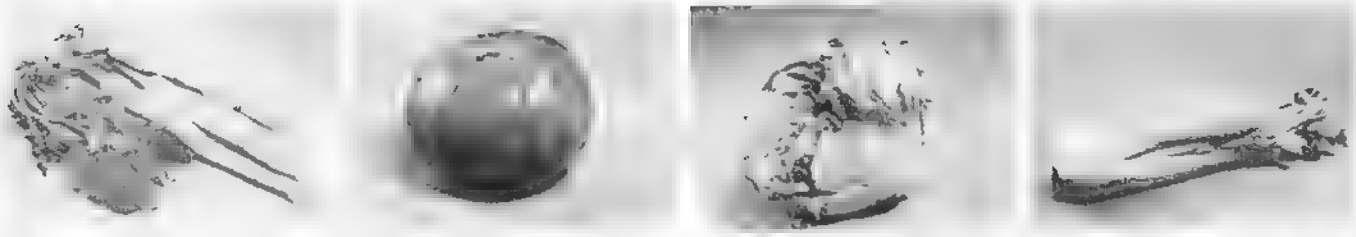
NAME _____

ADDRESS _____

MY FAVORITE MUSICAL NUMBER IS _____

MY BANK ACCOUNT NUMBER IS _____

OVER $500 IN PRIZES TO BE AWARDED!



IDENTIFY THESE VEGETABLES!

With a bushel of tomatoes currently retailing for somewhat more than a bunch of carrots, it is vital that today's Professional Super Market Checker be able to tell these two vegetables apart. Maybe you already possess this perceptive skill without even knowing it! To have your Vegetable Identification Quotient evaluated by experts, and enter our contest for a cash prize as well, simply write down what you think the above pictured vegetable may be, and rush your completed test paper to us today! There are 500 lucky winners of $1 each to be selected in the Ace Super Market Checker Training School's big "Produce Identification Sweepstakes!" Sloppy penmanship, bad spelling and incorrect answers will not spoil your chances of winning IF you take care to fill in the attached coupon completely and return it to us along with your contest entry.

Ace Super Market Checker Training School

Box 1.69 lb. Dozen Palms, Calif.

NAME ADDRESS

I enclose my entry, and also express the following gut feeling:

(CHECK ONE)

- ☐ **YES.** If I am a lucky winner, I want to have **all of my prize money** applied toward **tuition payment** at the Ace Super Market Training School for the **Complete 2 Year Course!**
- ☐ **NO.** If I am **not** a lucky winner, I certainly will **not let that** stand in my way of a **profitable career**, and wish to **be enrolled as a student** at the Ace Super Market Checker Training School anyway

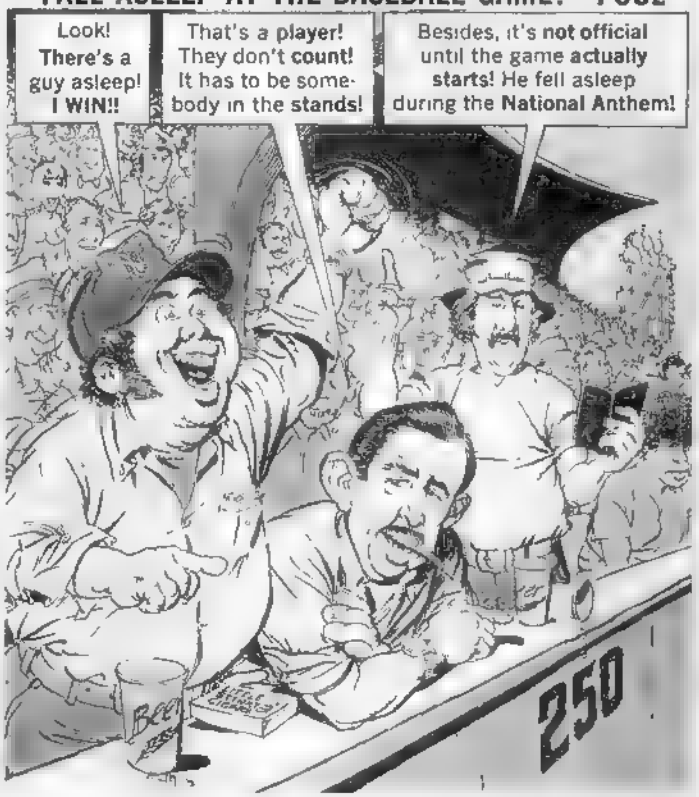
ODDS FOR THE LOVE OF MOOLA DEPT.

It's a national craze! Everybody, into the pool! No, not the swimming pool, clod! The "Baseball High Inning" pool, the "Biggest Fish" pool, the "What Time Will The Ship Drop Anchor?" pool, the "In What Round Will The Fight End?" pool, and whatever other pool is being organized this week! How far will this new compulsion go? It's just getting started! And so, to add to the list, MAD now suggests . . .

OTHER

THE "FAMILY VACATION TRIP CAR-SICK" POOL

THE "WHAT INNING WILL THE FIRST SPECTATOR FALL ASLEEP AT THE BASEBALL GAME?" POOL



THE "WHAT TIME WILL THE NEXT OFFICE COLLECTION BE TAKEN?" POOL

BETTING POOLS

ARTIST: GEORGE WOODBRIDGE WRITER: LOU SILVERSTONE

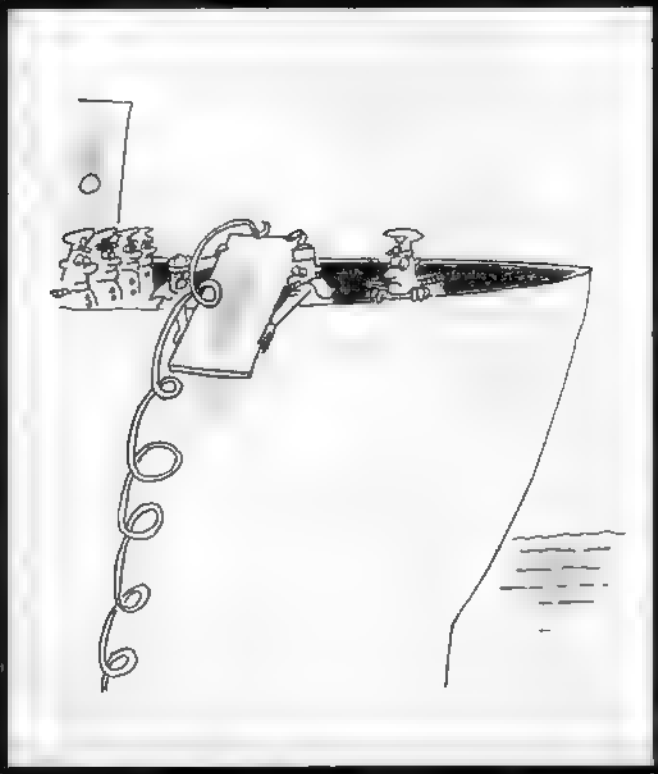
THE "WHAT TIME DOES THE SCHOOL BUS DRIVER BLOW HIS TOP?" POOL

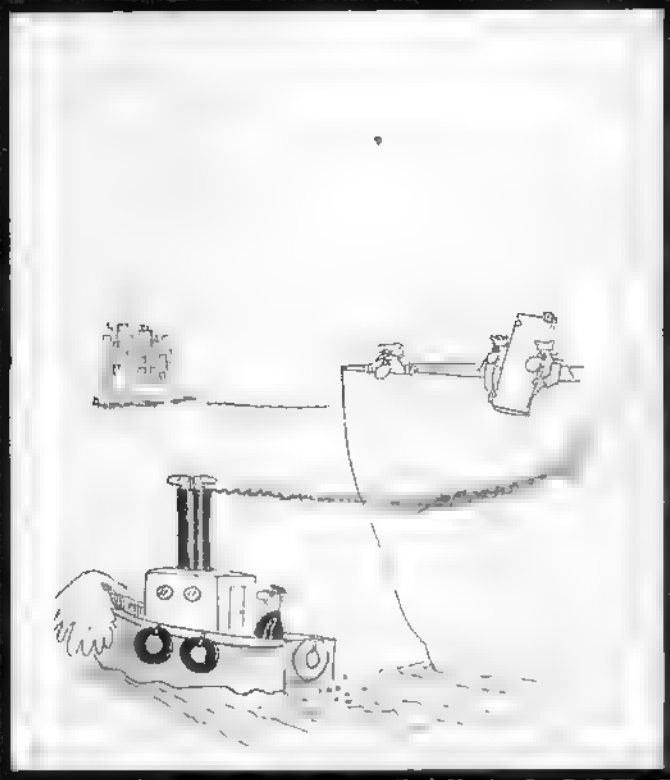
THE "HOW LONG AFTER A GUY FINALLY QUITS SMOKING WILL HE LIGHT UP AGAIN?" POOL

THE "WHO'LL BE FIRST ON THE BLOCK TO NEED FIRST AID AFTER SHOVELING HIS WALK?" POOL

FLOAT SOME AND JETTISON SOME DEPT.

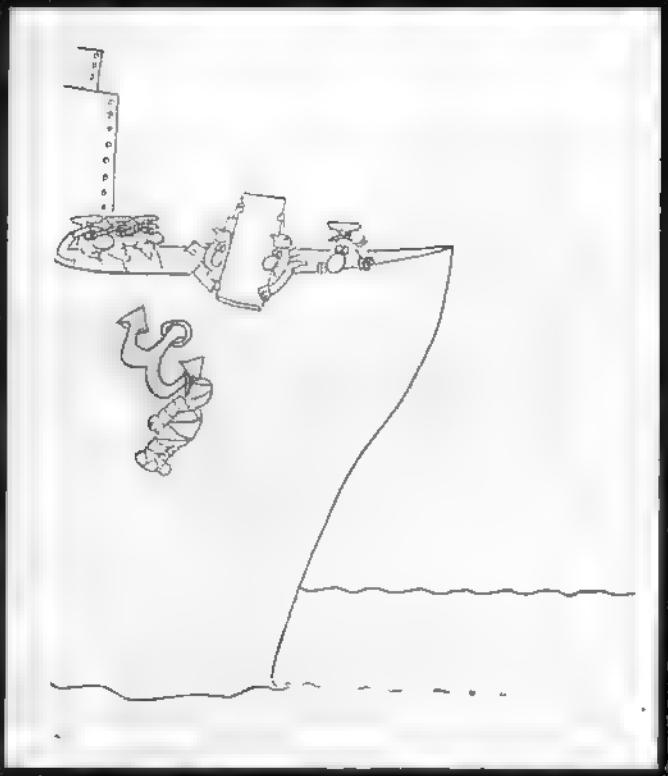
A MAD LOOK AT BURI

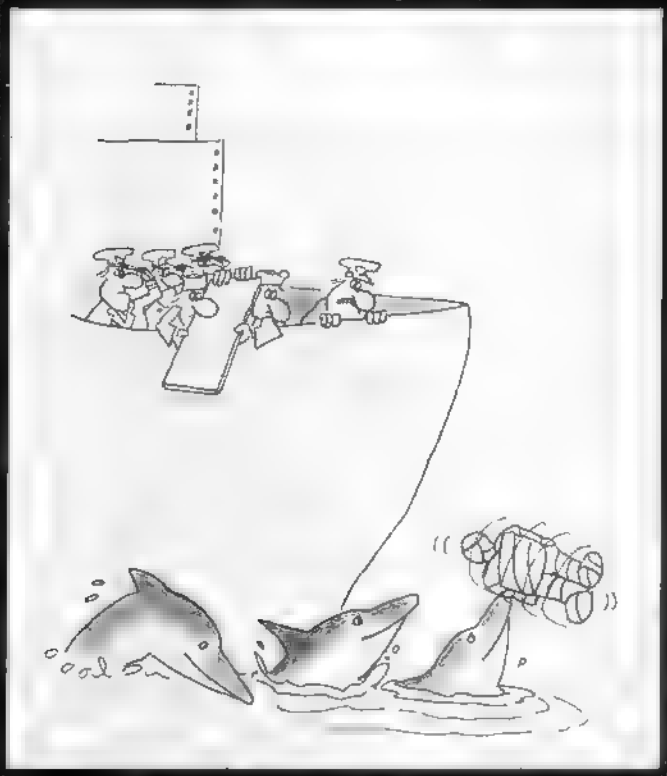




AL AT SEA

ARTIST AND WRITER: DON EDWING





BUGS FUNNIES DEPT.

IF YOU THINK WE HUMANS ARE THE ONLY ONES WHO SU

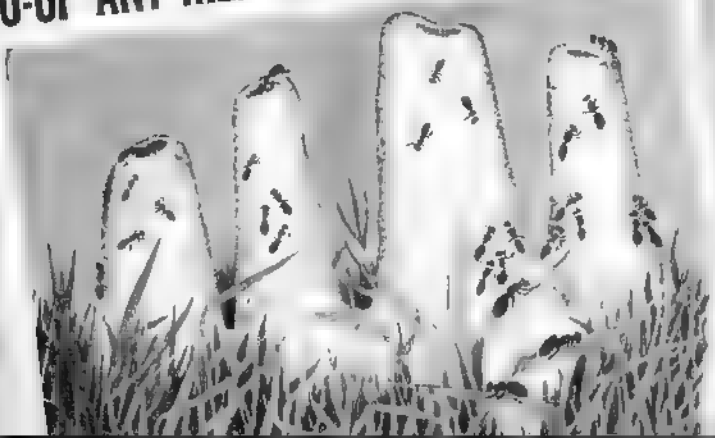
HEADLINES OF TH

RECURRING DEADLY "SMOG" THREATENS GNAT POPULATION

SURPRISE TERMITE DEMOLITION ACTIVATES URBAN RENEWAL PROGRAM

STAGGERED LUNCH HOURS IMPLEMENTED AT LEADING INDUSTRIAL BEEHIVE COMPLEXES

RED AND BLACK INTEGRATED HIGH-RISE CO-OP ANT HILL OPENS IN GREENVALE



INVADING GYPSY MOTHS COMPLETE TACTICAL DEFOLIATION OPERATION

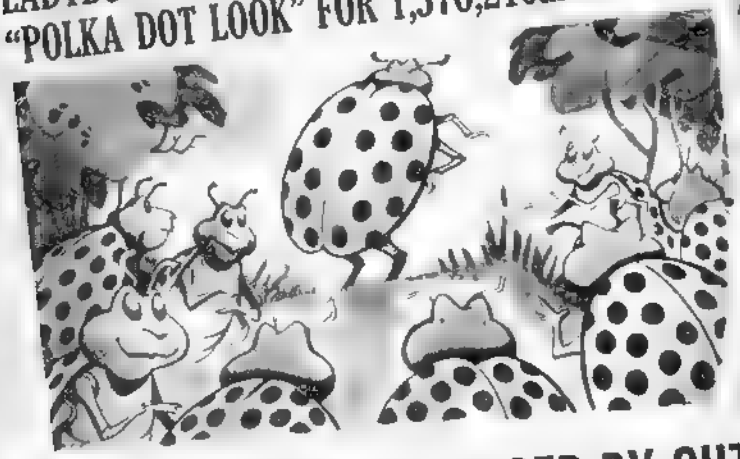
FFER FROM THE PROBLEMS OF TODAY, DIG THESE...

E INSECT WORLD

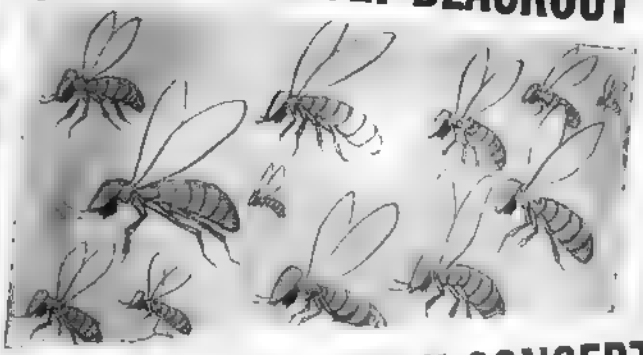
ARTIST: BOB CLARKE WRITER: PAUL PETER PORGES

DECOY FLY NABS KILLER OF HUNDREDS IN HIGH-CRIME-POND-AREA

LADYBUG SPRING FASHION DESIGNERS REPEAT "POLKA DOT LOOK" FOR 1,370,210th SEASON



SUDDEN COLD WAVE CAUSES PARTIAL FIREFLY BLACKOUT



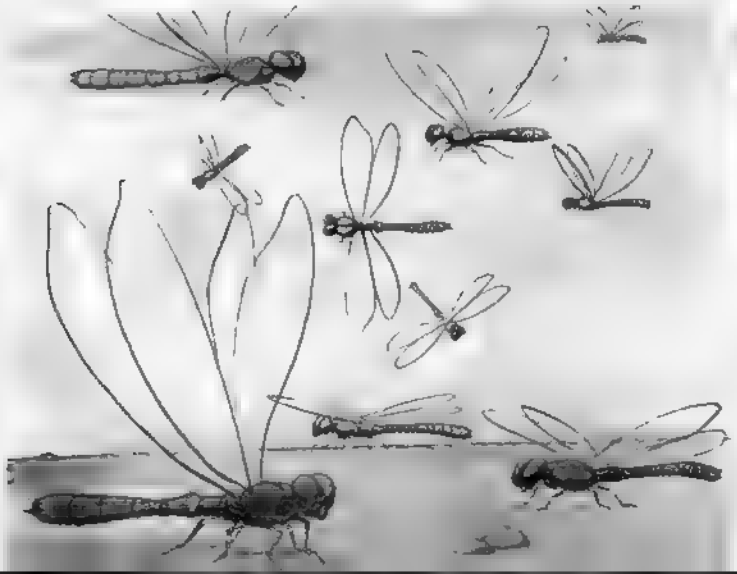
LOCAL CITIZENS OUTRAGED BY OUTDOOR CRICKET ROCK CONCERT

ONE-CENTIPEDE-CHORUS LINE OPENS IN FOREST HILLS TO RAVE REVIEWS

LOCAL BUGS WARNED OF UNMARKED SPEED TRAPS

INCHWORM SETS NEW WORLD'S RECORD FOR OUTDOOR MILE: 5 MONTHS, 3 DAYS, 8 HOURS, 12 MINUTES, 45 SECONDS

GROUND SMOG CAUSES DRAGON FLY STACK-UP AND TAKE-OFF DELAYS

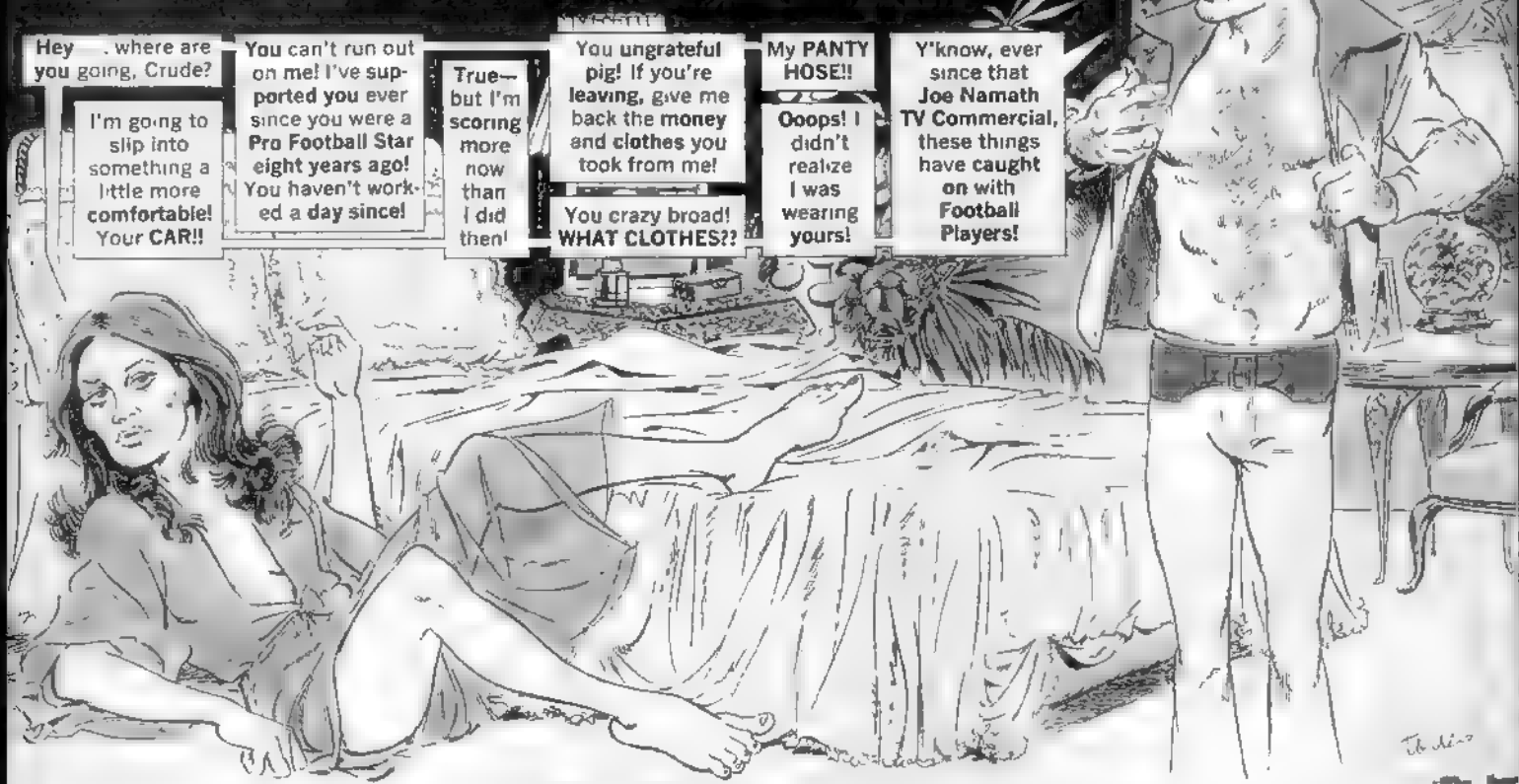


GARDEN APARTMENT RESTRICTED TO WASPS IS CITED BY INSECT RIGHTS COMMISSION

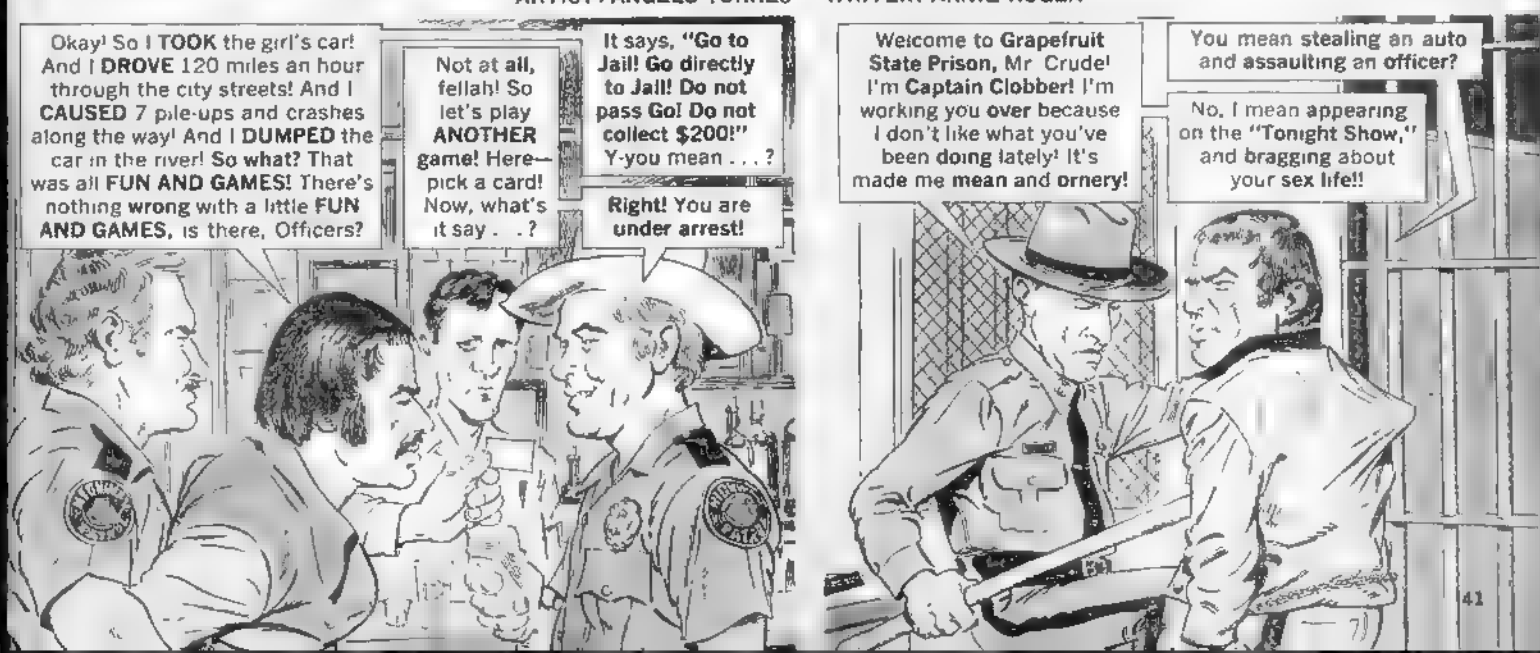
REYNOLDS' RAP DEPT.

There's an old joke that goes: "Football is a strange sport! Where else can 22 guys pat each other on the behind in public . . . and not get arrested?" Well, in a recent, popular movie, they've BEEN arrested! In fact, the whole picture takes place in a Maximum Security Prison. Why Hollywood suddenly decided to make a "Prison-Sports" film, we'll never know! But we suspect that it's just one more gimmick for showing off a certain sexy actor's chest hairs! Anyway, here is MAD's version of

THE LONGEST YARDBIRD



ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN



One more thing, Super Star! Warden Hazard is a Football Freak! He's gonna ask you to coach our Semi-Pro Team! What's your answer gonna be?

Gosh! Coaching Football? I think I'll say "Yes!"

THWACK

Come to think of it, I never cared much for Football! CHESS has suddenly become my favor te sport!!

Mr. Crude, I am NOT a very likeable guy! Even margarine won't talk to me! But let me also add that I am an ardent Sports Fan! Would you like a ticket to the BIG FIGHT?

Sure! When IS the big fight?

NOW!!! Unless you promise to coach my Football Team!!

Sorry! But I'll have to turn you down!

I want a National Championship, Mr. Crude! I—I NEED your support!

You can't HAVE my support, Warden!! I'm wearing it!!!

You're being very difficult!

Look . . all I want is to do my time, make a few quips, and get out of here.

Okay! Maybe you'll change your mind after you've tried our program of rehabilitation!

Er—mine?

No . . . our SWAMP's!!

Hi, there! I guess we're—er partners here in the swamp!

Better a swamp than a river! I remember how your "partners" ended up in "Deliverance"!

Hey, you! Super Star! There's no talking here in the swamp!

Yeah, Golden Boy! And you better try to "slosh" a little more quiet y, too!

Gee, the Guards really have it in for me!

And the PRISONERS aren't too thrilled with you, either! You're a a DISGRACE!

I AM?!? How come?

WE'RE only rapists and murderers! YOU once shaved points off a Football Game! That—that's—well, it's UN-AMERICAN!

Okay, let's drag them stumps, Super Star!

This ain't no Country Club, Lover! Move yer tail!

I can't take much more of this!

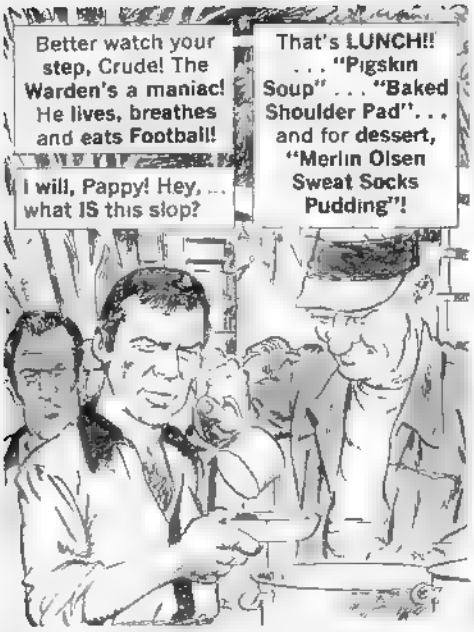
The hard labor gett ng to you?

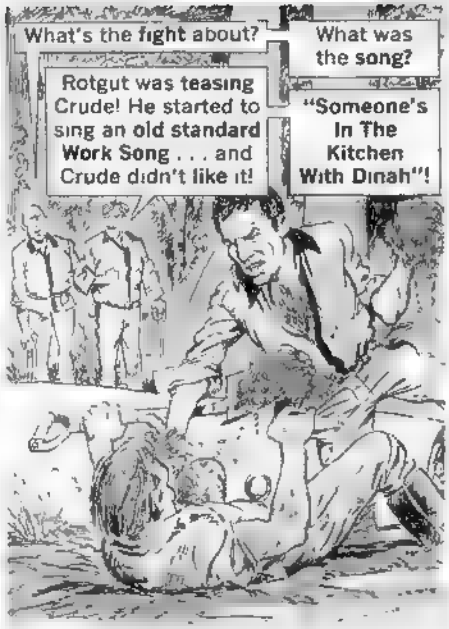
No. . the terrible performances! Those—those Guards are unbelieveable!

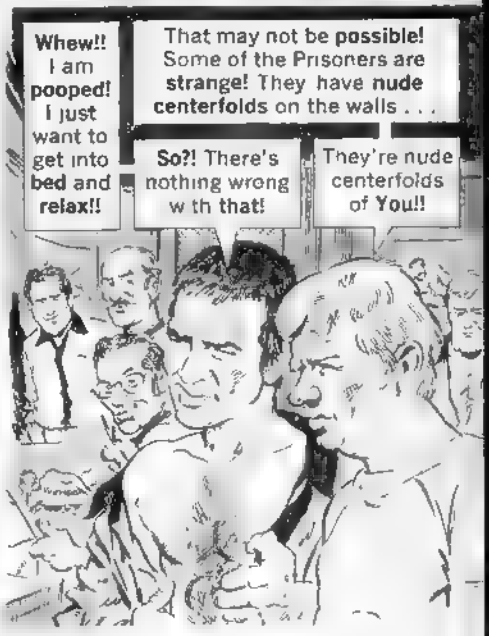
What can you expect from ex-NFL stars who were h red as actors?!

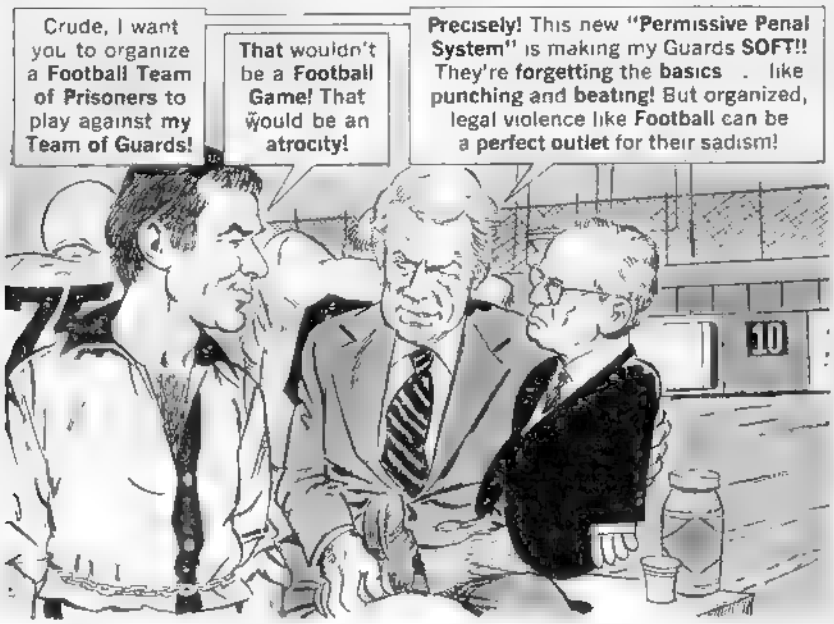
But they're God-awful!

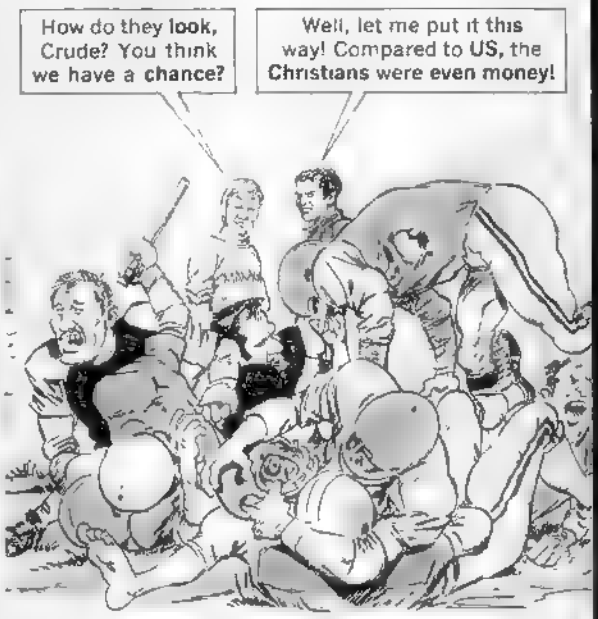
We know . . . but who's gonna TELL em? You??

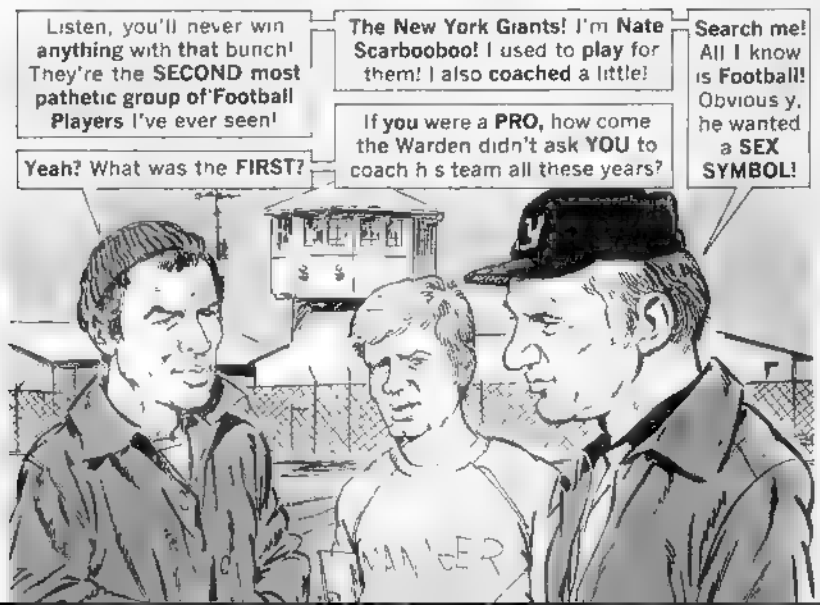

Better watch your step, Crude! The Warden's a maniac! He lives, breathes and eats Football!
I will, Pappy! Hey, ... what IS this slop?
That's LUNCH!! . . . "Pigskin Soup" . . . "Baked Shoulder Pad" . . . and for dessert, "Merlin Olsen Sweat Socks Pudding"!

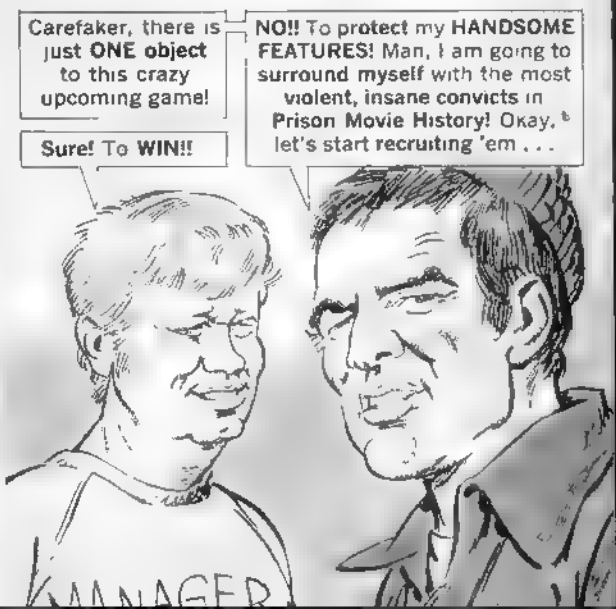

What's the fight about?
What was the song?
Rotgut was teasing Crude! He started to sing an old standard Work Song . . . and Crude didn't like it!
"Someone's In The Kitchen With Dinah"!


Whew!! I am pooped! I just want to get into bed and relax!!
That may not be possible! Some of the Prisoners are strange! They have nude centerfolds on the walls . . .
So?! There's nothing wrong w th that!
They're nude centerfolds of You!!


Crude, I want you to organize a Football Team of Prisoners to play against my Team of Guards!
That wouldn't be a Football Game! That would be an atrocity!
Precisely! This new "Permissive Penal System" is making my Guards SOFT!! They're forgetting the basics . . . like punching and beating! But organized, legal violence like Football can be a perfect outlet for their sadism!


How do they look, Crude? You think we have a chance?
Well, let me put it this way! Compared to US, the Christians were even money!


Listen, you'll never win anything with that bunch! They're the SECOND most pathetic group of Football Players I've ever seen!
The New York Giants! I'm Nate Scarbooboo! I used to play for them! I also coached a little!
Search me! All I know is Football! Obvious y, he wanted a SEX SYMBOL!
Yeah? What was the FIRST?
If you were a PRO, how come the Warden didn't ask YOU to coach h s team all these years?


Carefaker, there is just ONE object to this crazy upcoming game!
Sure! To WIN!!
NO!! To protect my HANDSOME FEATURES! Man, I am going to surround myself with the most violent, insane convicts in Prison Movie History! Okay, let's start recruiting 'em . . .

This is "Maniac" Morris!
He hacked his Mother into several pieces with a meat cleaver!
What's he in for . . .?
Okay, sign him up! He's our Right End . . .!

This is "Tarzan" Finster!
He shot three women, stabbed two men and strangled a tractor!
What's HE in for . . .?
Okay, he looks good! He's our Right Tackle . . .!

This is Harry "Monster" Shtarka! He's the most violent one of 'em all! He's been in Solitary for the past six years! They just let him out!
Right Guard!!
Is that his position?
No, tell him to SPRAY some under his arms! Six years in Solitary can make a fellah pretty tacky!!

Okay, Carefaker! In this drill, I want you to check the agility of each man! Hey, what's Tarz doing?
He's having a duel of wits with that tackling dummy!
Yeah . . . and he's losing!!!

They've got the strength and the agility! I'm worried about their intelligence! By the time they learn the plays, their sentences will be over!
What a crazy, warped bunch! You heard of the "Fearsome Foursome"? This is the "Deranged Dozen"!
Dozen? There's only ELEVEN men on a Team!
I'm including myself! If I were "normal," would I be in Prison?!?

C'mon, you guys! You've been holding out, and we need you to win! So how about joining our Team?
If we do join what do we get?
Anything you want! Name it!
Jim Brown . . . to replace you in the leading role!

Okay! Now, we've stolen the X-rays and the medical reports and we know our opponent's areas of weakness and vulnerability, and we are going to PUNISH them in those areas by using brass knuckles and bandages dipped in plaster! Our two main plays are "Incidental Punishment After The Play Is Blown Dead" and "Kicking A Man In A Delicate Spot". . .
Why are you doing all this, Crude?
I want to give you men some PRIDE and some DIGNITY. . . even if it's only for a few hours!

Hi! I came here for the game films!
Later! Right now, hurry up and get undressed! We only have 15 minutes!
Before the Warden comes?
No, before my hair explodes!
Gee! Making love inside a Prison! Isn't this just a bit unusual!
Between a man and a WOMAN it is!!

Man, if that Crude is our Quarterback, we are in big trouble!
How come . . ?
He just threw the wreath into Carefaker's grave, and MISSED!!
Oh-oh!! Maybe he's shaving points at the funeral!
Okay, you men, I want a good, rugged game! I expect both the Guards AND you Prisoners to play your hardest! And, if the Guards win . . they will get congratulations and glory!
And what if us Cons win! What will WE get . . . ?
An extra five to ten years!
Okay, guys! Here it is— Carefaker's final gift to you all— STOLEN UNIFORMS!!
Great!! Er . . . how do we know whose is whose?
Simple! The numbers each match your I.Q.'s!
OBSCENE MACHIN
22
And now . . . Ladies and Gentlemen, here comes "The Obscene Machine". . .
WIN, OBSCENE MACHINE! WIN!
YAAAYYYY!
HOORAY!
Will you listen to those cheers?!
Yeah! It's really hard to believe that a bunch of murderers, thieves and rapists are the "sentimental favorites"!
Remember years ago when G-Men, Cops and other Law Enforcers were the "Good Guys"!?
How do you like that?! The game hasn't even started yet, and we're penalized twenty yards!
Really? How come . . . ?
During the Coin Toss, one of our players STOLE the coin!!
30
Okay, they're in a 3-2 Zone with the strong Safety deep and the Linebacker split left! It's a possible "blitz", but more likely a "red-dog"! To offset this very sophisticated defense, we'll use "Play Number Two!" Ready GO!!
22
67
53
22
73
71
60
34

Here comes **Bianco** in with a play from the **bench!**

Okay, Bianco! **What's the message . . . ?**

The break is at Midnight! Pass it . . .

Cut that dialogue out, Man! This isn't a CLICHE PRISON MOVIE!

It's MORE than that!

Yeah! It's a CLICHE FOOTBALL MOVIE!!

Mr. Crude . . . the halftime score is embarrassingly close! Just what do you think you're **doing** out there?

Playing my **heart** out for the **crowd!** Do you realize there are **more spectators** jammed into those **grandstands** today than **all** the people who saw **"The Man Who Loved Cat Dancing"!**

Mr. Crude, you will **now** proceed to **LOSE** this game . . . by **21 points!!** I don't like being made a **fool** of! I had **EIGHT YEARS** of that playing opposite **Eva Gabor** in **"Green Acres"!**

I can't do that, Warden! The men **trust** me! They're **irrepressible rejects** from **society—loveable misfits** who are **counting** on me to lead them to **Victory** . . . to give them **one small moment** of **dignity** and **pride** and—

You'll dump this game, Crude . . . or you're looking at **20 years of hard labor!**

Come to **think** of it, what do I **need** with a bunch of **cutthroats, goons** and **sadists!** But if I **DO** shave points, Warden, you gotta **protect** my **men** from **VIOLENCE!**

From the Guards?

No, themselves—when they want to **kill me!**

I think Crude sold us out!

How can you tell?

Well, he's thrown seven straight interceptions, he's fumbled six times . . . and he's calling our **plays** from the **huddle!**

What's wrong with that?

It's THEIR huddle he's **calling** them from!!

Looks like Crude is THROWING THE GAME!

So?! What are they gonna do to him . . . put him in Prison?! He IS in Prison!!

Our guys are gettin' KILLED out there, Crude! What kind of **deal** did you make?!?

Why, he double-crossed me! When I get **through** with him, he's gonna be the most **humiliated** Warden in the **country!**

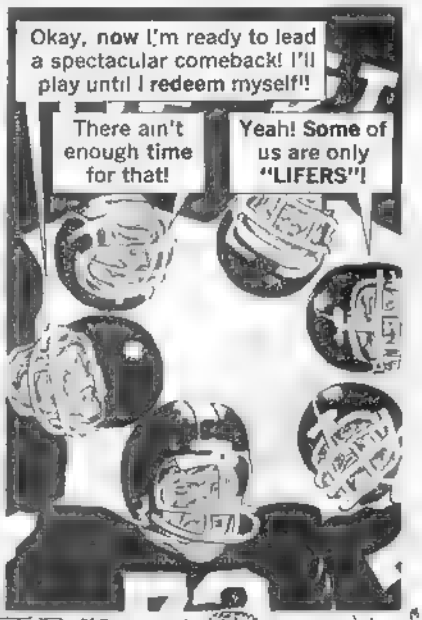
You gonna go out there and lead the Team in a spectacular comeback?!

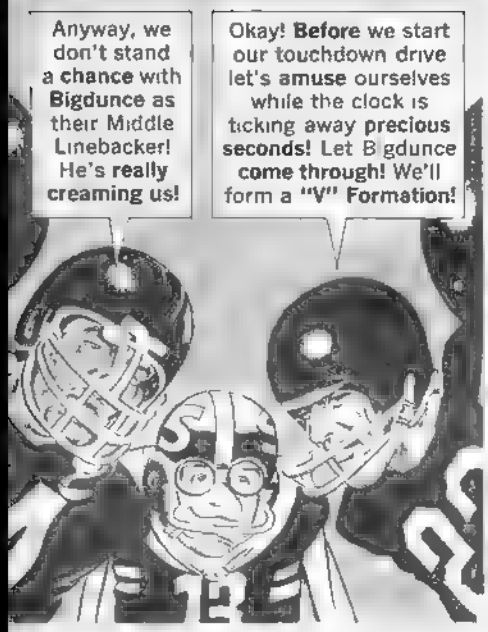
Worse! I'm gonna use my **Show Biz connections** to make sure **Johnny Cash** never does a **concert** in **this Prison!**

Okay, now I'm ready to lead a spectacular comeback! I'll play until I **redeem** myself!!

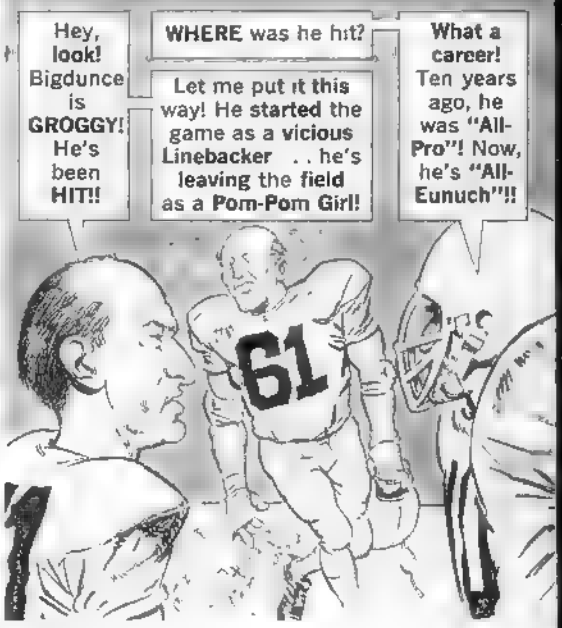
There ain't enough time for that!

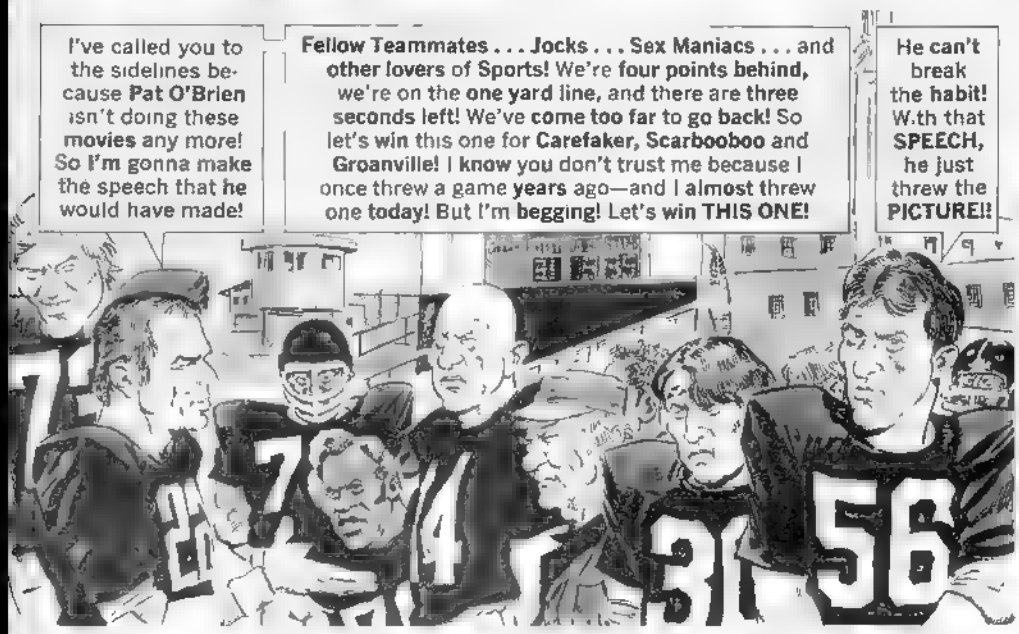
Yeah! Some of us are only "LIFERS"!

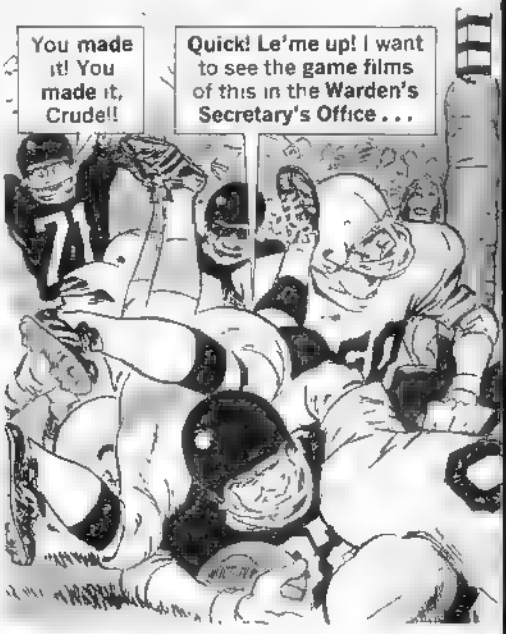


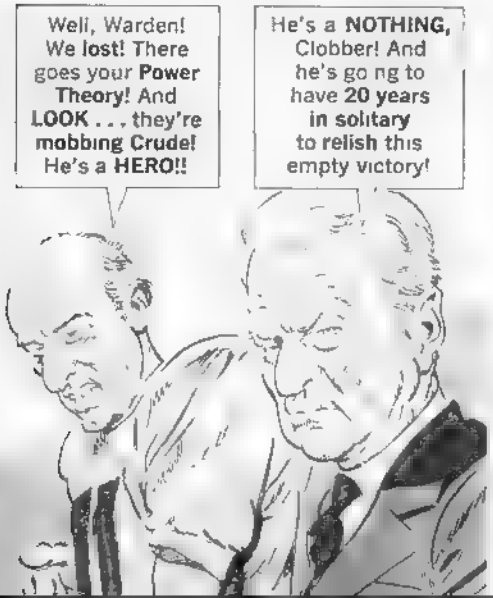

Anyway, we don't stand a chance with Bigdunce as their Middle Linebacker! He's really creaming us!
Okay! Before we start our touchdown drive let's amuse ourselves while the clock is ticking away precious seconds! Let Bigdunce come through! We'll form a "V" Formation!

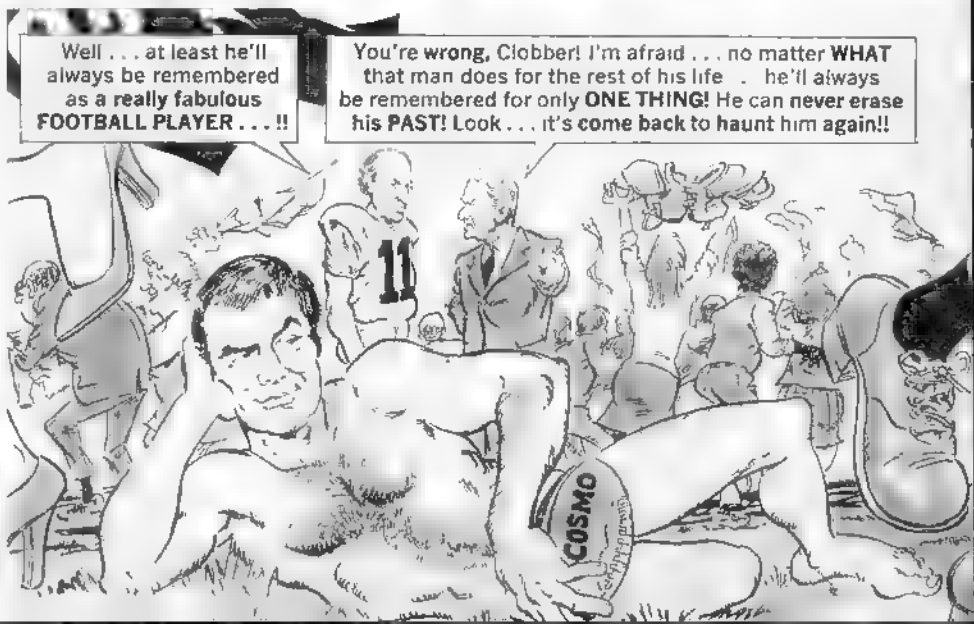
Don't you mean a "T" Formation?!
No, I mean a "V" Formation . . . for "VASECTOMY"!


Hey, look! Bigdunce is GROGGY! He's been HIT!!
WHERE was he hit?
Let me put it this way! He started the game as a vicious Linebacker . . he's leaving the field as a Pom-Pom Girl!
What a career! Ten years ago, he was "All-Pro"! Now, he's "All-Eunuch"!!


I've called you to the sidelines because Pat O'Brien isn't doing these movies any more! So I'm gonna make the speech that he would have made!
Fellow Teammates . . . Jocks . . . Sex Maniacs . . . and other lovers of Sports! We're four points behind, we're on the one yard line, and there are three seconds left! We've come too far to go back! So let's win this one for Carefaker, Scarbooboo and Groanville! I know you don't trust me because I once threw a game years ago—and I almost threw one today! But I'm begging! Let's win THIS ONE!
He can't break the habit! With that SPEECH, he just threw the PICTURE!!


You made it! You made it, Crude!!
Quick! Le'me up! I want to see the game films of this in the Warden's Secretary's Office . . .


Well, Warden! We lost! There goes your Power Theory! And LOOK . . . they're mobbing Crude! He's a HERO!!
He's a NOTHING, Clobber! And he's going to have 20 years in solitary to relish this empty victory!


Well . . . at least he'll always be remembered as a really fabulous FOOTBALL PLAYER . . . !!
You're wrong, Clobber! I'm afraid . . . no matter WHAT that man does for the rest of his life . he'll always be remembered for only ONE THING! He can never erase his PAST! Look . . . it's come back to haunt him again!!
COSMO

REMAINDERS TO BE SEEN DEPT.

What is the best way to sell an unsaleable item? Make it look like a bargain! Most people can't refuse a bargain, and will gladly fork up the 40% necessary to take advantage of the 60% off sale price, despite the fact that the item isn't worth 10% to begin with! Book publishers, well aware of this phenomenon, have flooded the mails and media with ads, brochures, and book club offers designed to empty their turkey-filled warehouses with ads like this . . .

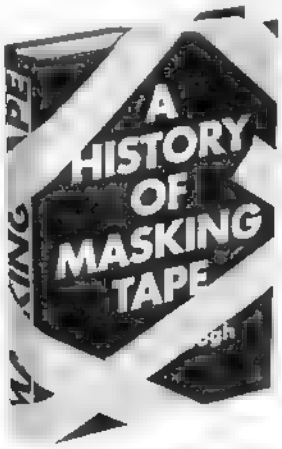
PUBLISHERS CLOSEOUT SALE

Many of these books are selling for as much as 40% or more off wholesale prices, 60% or more off retail prices and 100% or more off author's royalties.

2345. THE FRENCH HORN AS A PERCUSSION INSTRUMENT. By Ira-Schmidt Von Coward. In this musical thesis, Dr. Von Coward proposes that the French horn should be struck rather than blown in order to produce its best sound. *342 pp. Illustrations 64 pages.*

3427. FROM ARTHUR TO WASHINGTON, Or, The Presidents Alphabetized. By Dr. Asa Inglefinger. Here for the first time is a handy reference booklet of United States Presidents listed according to the alphabet. (Previously, they've been listed chronologically, necessitating page-fumbling and lost time for readers.) Dr. Inglefinger, who teaches American History and Enemy Aircraft Recognition at Stanback University, defends his filing Martin Van Buren under "B" instead of "V" in a remarkably strident preface. *98 pp.*

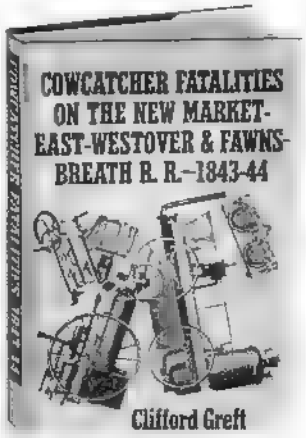
3786. OYSTER SKETCHES OF OTTO TANTREP. Edited by Carlo Maria Hamburger. Otto Tantrep (1884-1972) was one of the world's most eccentric artists in that he drew nothing but oysters during his entire career. He worked in a variety of interesting media, however, in addition to standard water colors and oils—e.g., soap-on-insulation board, chalk-on-liver, and icepick-on-styrofoam. All of these media have been brilliantly reproduced on lovely two-color pages. *12 illustrations, 64 pp.* with an introduction by Pinkerton Hanoi.



3459. A HISTORY OF MASKING TAPE. By Hunrith Slough. Historical explanation of a hitherto-unmentioned topic. In this book, Mr. Slough dramatically describes what World War II might have been like without masking tape. *398 pp. Index. Plain jacket.*

3455. SINGLE-FLAG SEMAPHORE. By Lt. Commander Upton Defft. "Semaphore code is a very useful means of communication," Commander Lefft points out in his preface, "but what would happen if you lost one flag, or even worse, an arm?" To fill this void, Lefft has devised an emergency system of single-flag semaphore code. His written description of the positions, in the absence of illustrations, is adequate. *329 pp.*

3428. FROM ADAMS TO WOODROW, or The Presidents Alphabetized. By Dr. Asa Inglefinger. Second edition of his earlier book, with several minor errors corrected. *102 pp.*



3334. COWCATCHER FATALITIES ON THE NEW MARKET-EAST WESTOVER-FAWNS-BREATH RAILROAD, 1843-44. By Clifford Greft. Never before published report on a series of railroad mishaps which baffled government officials for hours. *1002 pp.*

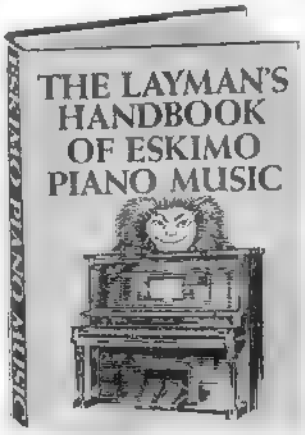
4543. THE ANTHILL PHOTOGRAPHS OF PARDO LOMOTIL. Edited by Dudd Casper. Without doubt, PardoLomotil, before his untimely death in 1963 from underexposure, was already firmly established as the world's finest anthill photographer. This book does nothing to refute that fact, in one way or the other. *88 pp. No illustrations.*

2345. INCA TEMPLE ADMISSION PRICES. By Targe O'Malley. In this volume, Professor O'Malley offers the suggestion that the Inca Indians operated their religious services on a commercial basis, with a graduated scale of prices for the natives. *636 pp. 76 fold-out illustrations.*

3980. DAYLIGHT SAVINGS TIME AND ITS EFFECT ON MOORISH TRADITION. By Largo Albert Factotum. A provocative study from which Mr. Factotum, an associate professor of Laundry Science at USC, draws some startling conclusions. *329 pp.*

3334. WAIST SIZES OF BYZANTINE EMPERORS. By Hugo Uruguag and Olga Myhan. Through an ingenious and painstaking examination of ancient writings, old paintings, engravings, and contemporary supermarket gossip, Mr. Uruguay and Ms. Myhan have succeeded in nailing down the waist sizes of more than ten centuries of Byzantine rulers. "How much difference does this make to the average American?", asks Uruguay in his preface, then follows with an incisive response: "It makes a lot of difference, that's how much!" *120 full-page illustrations, 96 pp.*

5654. A CENTURY OF ARM RESTS. By Carlo Glugetti. A fascinating historical examination of arm rests, from the earliest models in Wells Fargo stagecoaches to prototypes developed and used by General Motors. *36 illustrations, 574 pp.*



3349. THE LAYMAN'S HANDBOOK OF ESKIMO PIANO MUSIC. By Wolfsong Cantalupo. Never-before-published sonatas of Eskimo composers, whose distinctive musical style results from their wearing mittens even while writing music. *87 pp.*

4528. THE SPANISH MAIN, by Horatio Chapi. Not an old sea story, as the title suggests, but the nearly-as-exciting biography of a Spanish sewer maintenance employee. *412 pp. with underground maps of Madrid and Barcelona.*

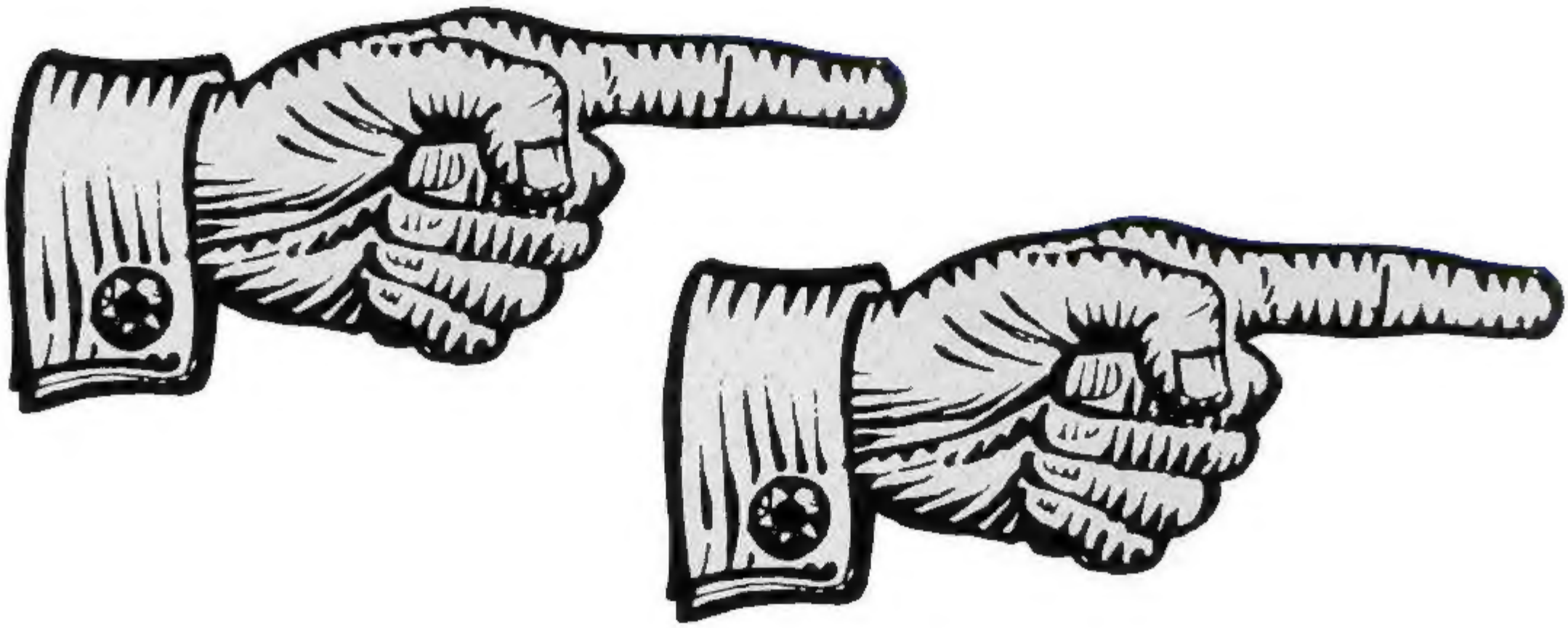
3429. FROM ADAMS TO WILSON, Or, The Presidents Alphabetized. By Dr. Asa Inglefinger. Third and final edition of his earlier books. *104 pp.*

2235. ROC ON THE TELEGRAPH LINE. By Ezra Pagloomer. We all know what a common sparrow looks like perched on a telegraph line, but have you ever wondered what some extinct birds would look like if they were still around today? Mr. Pagaloomer, in response, has taken 113 extinct birds and painted them perched on lines extending from modern utility poles. Includes such interesting species as the roc, albatross, passenger pigeon, robin, dodo, and lavender skink. *212 pp. 116 illustrations.*

WRITER: GEORGE GIPE

Nothing to see here!

Please skip ahead.



WHERE HAS THE MOST SHOCKING RISE IN CRIME TAKEN PLACE?

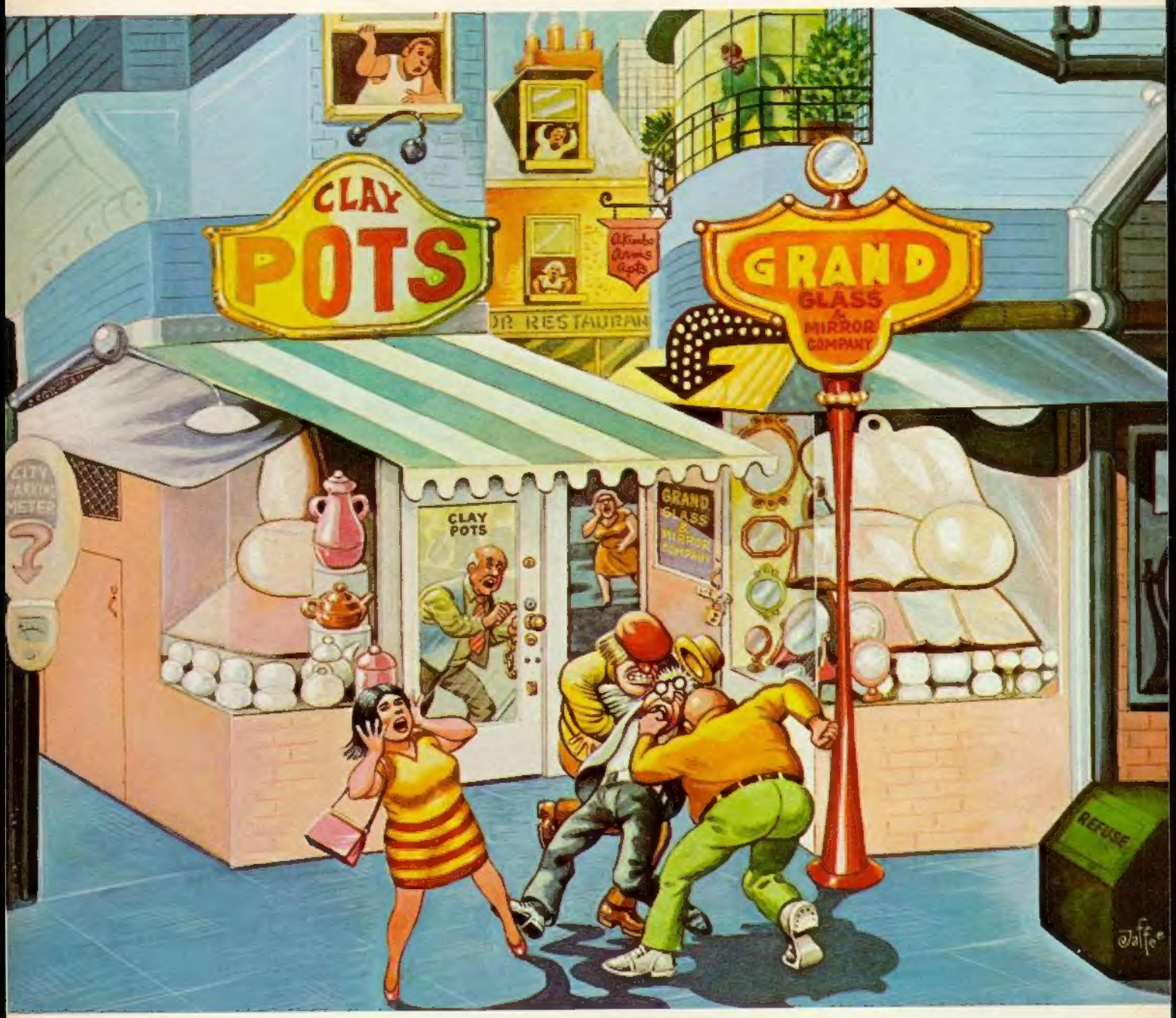
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Every time we hear of a new wave of crimes, we are shocked and dismayed. But lately, there is one place where the incidence of crime has been even more terrible. To discover where this truly shocking crime area is, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE

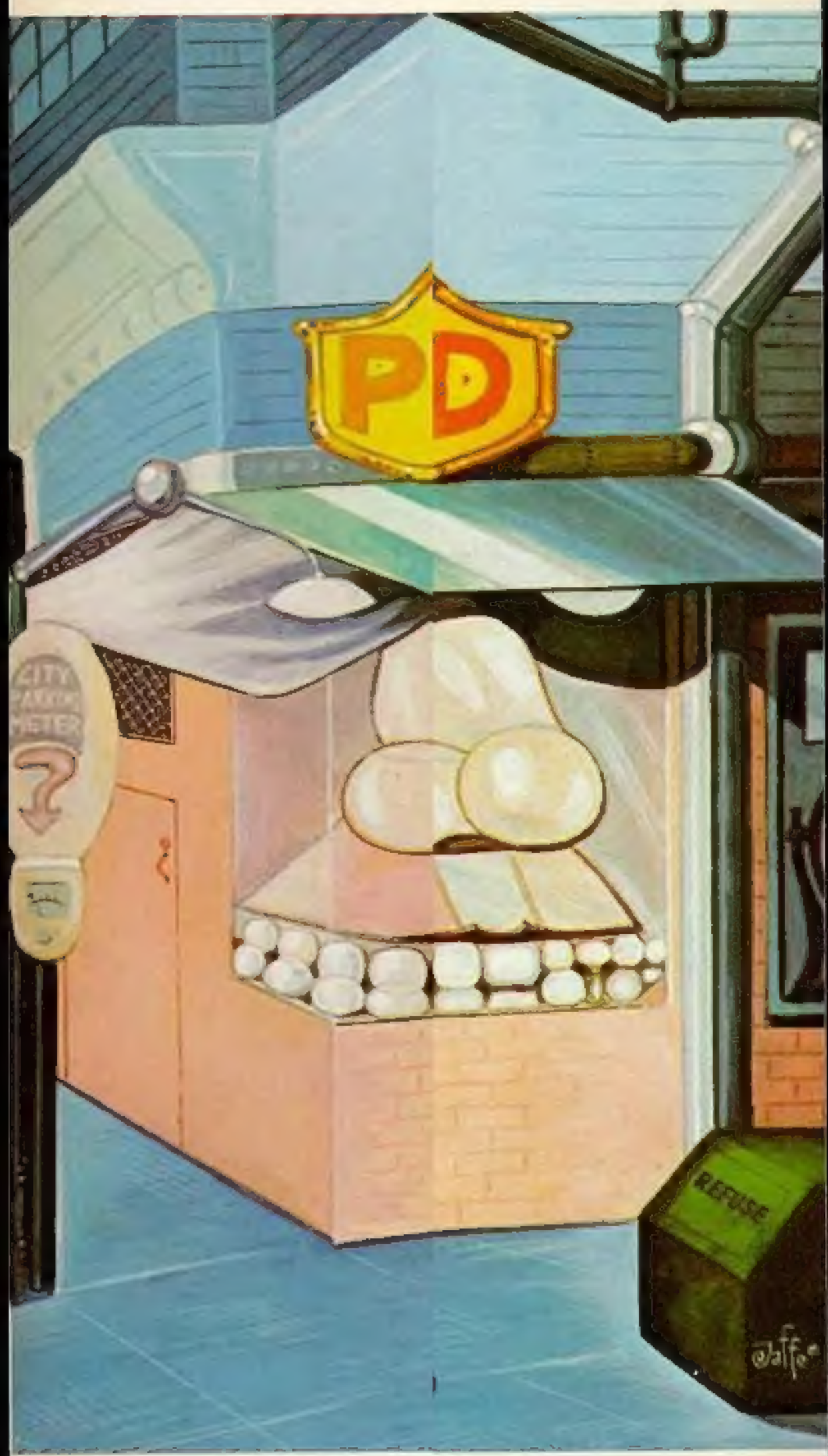
AMOUNTS AND TYPES OF CRIMES VARY GREATLY DURING THE YEAR. BUT THE MAJORITY OF THE PEOPLE WE'VE POLLED MOSTLY FEAR INCREASES IN MUGGINGS AND VICE!

A▸ ◂B

WHERE HAS THE MOST SHOCKING RISE IN CRIME TAKEN PLACE?

FOLD PAGE OVER LIKE THIS!

A ▸◂ B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

AMONG THE POLICE!

A ▸◂ B

OCCUPANCY
BY MORE THAN
3 BILLION
PEOPLE IS
DANGEROUS
AND SHOULD BE
UNLAWFUL
ANOTHER
MAD
MINI-
POSTER
IDEA: FRANK JACOBS